

THE REPORTER OF

Direct Mail

advertising

COMMUNICATION

Communication themes the 42nd Annual Convention of the Direct Mail Advertising Association in Montreal, September 13 through 16 at the new Queen Elizabeth Hotel. Within the spirit of this theme we present an outstanding collection of features which spotlight some top mail efforts to communicate to a wide variety of markets. Heading the list is a most inspirational piece by BBDO's Jean Wade Rindlaub, who sets the stage with her MAIN STREET—And How To Find Your Way Back. See contents on page four.





The House of **PONTON**

CREATORS OF... ELECTRONIC MAILING LIST SELECTION

... and pioneering Direct Mail House for three quarters of a century ... was the **FIRST TO USE "SELECTRONICS"** ... the electronic selection of Mailing Lists with I.B.M. equipment ... in order to give Clients broader coverage ... more profitable campaigns ... each List compiled to the specific needs of the Client ... and still maintain economy ... speed ... accuracy ... with no error ... duplication or waste.

PONTON "SELECTRONIC" MAILING LISTS are your Sales Builders ... they can cut your Selling Costs ... supply you Leads ... "soften" prospects for the calls your Salesmen make ... and produce Direct Orders for you ... all at the lowest unit cost possible.

115 Million Catalogued Names

12,000 List Classifications

NAMES SUPPLIED ... with speed, efficiency and dispatch on the latest electronic equipment

PONTON'S suburban location even saves you mailing costs

MAINTENANCE OF MAILING LISTS
ON I.B.M. Cards

PREPARATION AND PRINTING OF EVERY TYPE LITERATURE
... specialists for Brochures — Self Mailers
— Catalogs — Pamphlets — Flyers — Manuals

RESEARCH ... your marketing and merchandising problems checked and analyzed for you

PACKING ... for Firms who need this PONTON SERVICE ... everything from Postcards to Crate Size Lots

SHIPPING ... Merchandise sent to all parts of the world ... no shipment too large or small

SHIPPING RECORDS maintained
on I.B.M. Records

PRODUCTION ... an Ultra Modern Direct Mail Plant in Northern New Jersey ... to effect.
Labor Saving ... Time Saving ... Cost Saving ... even give you Tax Advantages

W. S. PONTON, INC., IS PLEASED TO GREET THE MEMBERS AND GUESTS OF THE 42nd ANNUAL DMAA CONVENTION

W. S. PONTON HAS WORLD-WIDE DIRECT MAIL SERVICES ... "OUR SATISFIED CLIENTS ARE OUR BIGGEST ASSET"

Write For Your Free
1959 Copy
List o' trades...
or
Inquire For Any Of
The PONTON CLIENT
SERVICES



W. S. PONTON, INC.

Sales Office and Production Plant
44 HONECK STREET, ENGLEWOOD, N. J.

New Jersey: **LOWell 9-5200**

New York: **MURray Hill 7-5311** (direct connection to Englewood)



When a group of Kremlin-coached cultural Communists meet face to face with Ad Alley's free-wheeling creative Capitalists, it's easy to see the significant difference in American and Russian "sales" objectives ■ The **viva la difference** happened at Monogram . . . while Russia's Coliseum Exhibition was doing brisk business in New York, and America's Sokolniki Park panorama was just about to open in Moscow. To show the visiting Russians some **real** American art — the kind most Americans see and evaluate every day — Monogram invited a group of culture experts from the Soviet show on a behind-the-scenes tour of Madison Avenue in action ■ Among the party of Soviets who got a first-hand look at the Capitalist ad creation pictured below were Andri Gouber, Russian chief of Western art at Moscow's Pushkin University; Yuri Schvedov, professor of journalism, Moscow University and Stephen Churakov, popular Russian oil painter ■ With smiling page-five cheesecake, **The New York Daily News** (bless 'em) pictured the event as an unusual "Russian View of Advertising." **The New York Herald Tribune** headlined it "Visiting Reds Boost Ailing Egos," a proud victory for "Men of Madison long accustomed to being tamped down by home brewed detractors." And while many other papers quoted the Russians as saying they saw something "most truly representative of all American people," **The New York World Telegram & Sun** neatly summed it up with the obvious observation:

"Moscow has nothing to match the Monogram Art Studio, 515 Madison Ave." ■ But it is becoming increasingly obvious, too, that both Madison Avenue and Main Street must start doing more to match the world-wide propaganda Moscow calls their kind of "salesmanship." The Soviets' economic Seven Year Plan, stepped-up international trade backed by a global Communist "sales" campaign, underscores a vital competitive challenge to everyone in American business and industry ■ To help meet this urgent challenge, Monogram is now organizing a nation-wide cooperative program . . . designed to **show** people abroad the truth about America's free economy. Basically, our idea is to **visually** communicate with people of many lands . . . by sending abroad a continuous flow of typical American "pictures." Pictures of all types, forms and subjects will simply and believably **show** people our way of life as it really is. And these pictures will visually **prove** how informative advertising is the backbone of America's democratic production and distribution system ■ While leaders in several industries have already offered their endorsement and support of this idea, we also want and need yours. So if you are interested in taking part in the cooperative, non-profit program, we'd like to hear your comments and ideas. Just drop us a note and we'll send you more details about how we're organizing a much-needed campaign which can have a far-reaching effect on us all . . .

FROM MADISON AVENUE TO MAIN STREET TO MOSCOW



PHOTOS BY ROBERT REYN

TYPE BY LINDCHART



MONOGRAM ART STUDIO INC. 515 MADISON AVE. N. Y. 22





EVER HEAR OF A

MARINE

MAIL ROUTE?

You've already guessed what it is, of course: a mail route on water. In the lake country of the North and the bayou country of the South, many families are served by carriers who "put-put" right up to their piers to put mail into their boxes.

Marine Mail Routes may not be vitally important to your direct-mail program. But they do point up one of the reasons why the Donnelley Consumer Family List is by far the best you can use.

For no matter what the community, big or small, on highway or waterway, we have left nothing undone to get complete, accurate and current coverage. And that goes for not only the approximately 40,000 main post office towns, but also every one of the 80,000 "non-post office" towns and localities that get their mail through post offices in neighboring towns.

Whether your merchandising program calls for mass or selective coverage, you and your dealers will be sales ahead and money ahead to use the best direct-mail services—best lists, best creative help, best processing and mailing. To be sure you get them, just call your nearest Donnelley office!

Direct Mail Division

**THE
REUBEN H. DONNELLEY
CORPORATION**

CHICAGO: 407 E. 25th St.

230 E. Sandford Blvd.

LOS ANGELES: 4632 Santa Monica Blvd.

Mount Vernon, New York

DIRECT MAIL PROGRAMS • MAILING SERVICES • CONTEST JUDGING • PREMIUM MAILINGS

THE
NEXT
MOVE
IS YOURS



1/4 BILLION

**MAIL ORDER
Buyers, Inquirers
and Prospects**

Here, at Mail Order List Headquarters, is one of the world's largest diversifications and selections of OUTSIDE LISTS for producing new mail order customers in volume. Many of these lists are overlooked and EXCLUSIVE. They have produced thousands of desirable new mail order customers for original list owners.

Right now, receive ABSOLUTELY WITHOUT COST OR OBLIGATION, Mosely's custom-prepared List Recommendations to help you SELL IN VOLUME. Simply send us in confidence a detailed letter.

Mosely

**MAIL ORDER
LIST SERVICE, INC.**

Mail Order List Headquarters
Dept. R-628
38 Newbury St., Boston 16, Mass.
Charter Member National Council
of Mailing List Brokers

THE REPORTER OF **Direct Mail** advertising

Vol. 22, Number 5

September, 1959

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The Reporter of Direct Mail Advertising is published monthly at 229 West 28th Street, New York 1, N. Y. Subscription price is \$6.00 a year. Second Class Mailing Privileges authorized at Garden City, N. Y. and additional entry at New York, N. Y. Copyright 1959 by The Reporter of Direct Mail Advertising, Inc. The Reporter is independently owned and operated. In addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association, 3 East 57th St., N.Y. 22, N.Y., receive The Reporter as an Association service. Part of their annual dues pays for a subscription.





REPLY-O-LETTER GETS RESULTS!

Let us place at your disposal the services of an account man, selected for his demonstrated ability to help companies in your own field. He is backed up by a team of merchandising experts, artists and copywriters who are jealous of their unparalleled record of successes.

We ask for no fees, no contracts, no long-term commitments... only the opportunity to prove to your satisfaction that.....

to sales management

REPLY-O-LETTER will give you a hundred — or a thousand — quality inquiries every month to help your salesmen, distributors or dealers do more business!

to publishers

Yours for the taking — new subscribers! With an almost certainty that your promotion dollars will come back to you *immediately*, and white paper costs realized after the first renewal!

to department stores and large specialty shops

New charge customers can be yours at a cost of about 2½% of their estimated yearly purchases!

to worthy charities

Add a thousand — or five thousand — new donors on a self-liquidating basis which will assure you continuing support for years to come.

REPLY-O-LETTER GETS RESULTS!



THE REPLY-O-LETTER COMPANY

7 Central Park West, New York 23, N. Y. • Circle 5-8118

Offices in principal cities in the United States, Canada, England and Australia

Be sure to visit our HOSPITALITY SUITE • Queen Elizabeth Hotel, Montreal
DMAA Convention, Sept. 13-16th

TIE IT / SAVE



At Addresso Mail Service, Chicago: Bunn Mail-Tying Machine repays its cost 3 times over in labor savings alone!

"Our Bunn Tying Machine," reports Andy Schmitz, owner of Addresso Mail Service, Chicago, "has been one of the best investments we've ever made."

"In the 5 years we've owned it, our Bunn Tying Machine has been in use about 60% of the time. On this basis, we figure it has repaid its full initial cost 3 times over in labor savings alone."

"As for dependability," adds Mr. Schmitz, "we have needed service only once over this 5-year period ...at a cost of less than \$16.00."

Ties all sizes, all shapes. Fully documented reports like this are typical...particularly in the mail-

ing and letter service field. That's because the Bunn Machine adjusts automatically to any envelope shape or size...and to any thickness of bundle.

Operation is simple, positive. You just position your bundle, then step on the treadle. Instantly, you get a complete wrap and tie ...in 1½ seconds or less. Beats hand-tying methods by as much as ten to one. And the tie is always uniformly tight...a very important factor in all types of mailings. **Send today** for full data on how Bunn automatic tying can cut costs for you. Use the handy coupon below.



GET THE WHOLE STORY

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. Or let a Bunn Tying Engineer show you. No obligation.

BUNN

PACKAGE
TYING
MACHINES
Since 1907

B. H. BUNN CO., 7605 Vincennes Ave., Dept. RD-99 Chicago 20, Ill.
Export Department: 10406 South Western Ave., Chicago 43, Ill.

MAIL COUPON NOW FOR MORE FACTS

B. H. BUNN CO., Dept. RD-99
7605 Vincennes Ave., Chicago 20, Ill.

- ☐ Please send me a copy of your free booklet.
☐ Please have a Bunn Tying Engineer contact me.

Name

Company

Address

City Zone State

9429



PUBLISHING OFFICES:

224 Seventh Street
Garden City, L. I., N. Y.
Pioneer 6-1837

Henry Hoke, Jr.
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Dudley Lufkin
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Garden City, L. I., N. Y.
Pioneer 6-1837

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605 N. Michigan Ave.
Chicago 11, Illinois
DElaware 7-0120

WEST

H. L. Mitchell & Associates
1450 Lorain Road
San Marino, California
Cumberland 3-4394

TOP BANANA

That's Talon . . . proving that award-winning creative direct mail and sales promotion can bring the ultimate reward of consistent top-of-the-market sales figures. No wonder Talon is one of our favorite clients.



KGA INC. THE SALES PROMOTION AGENCY 10 EAST 49th STREET NEW YORK 17, NEW YORK ELdorado 5-1530



I AM DIRECT MAIL

I am a salesman of goods and services, a marketer of ideas, a reporter, researcher, harbinger of good news. I am known by one name, but I have a thousand faces. *✎* I am addressed to men everywhere, and I speak the languages of all men. The sanctum sanctorum of the mightiest monarch of industry is as open to me as the home of the most modest office clerk. *✎* When I speak, the doctor, lawyer, businessman, truckdriver and housewife all listen. *✎* The whole world is my domain. If I must cross a continent or a hemisphere to deliver my message, I do so. *✎* I tell my story in ten words or ten thousand, with a hundred pictures or none. I clothe myself in quiet black and white or many gaudy colors. I deck myself in the flowing style of Victorian times or in streamlined modernity; thus I am the most flexible, convenient and economical medium of communication available to any enterprise. *✎* And, I am an important force in our nation's economy; I employ four to five millions of Americans full and part-time and I account for fifteen billion dollars of sales each year. I am the showcase of countless businesses and the main sales tool of a myriad others. *✎* I am always your friend and servant, ready to move your goods, sell your services, enlighten your prospects, inform your customers, raise money for your worthy charity—or simply to deliver your message, whatever it is. *✎* In the hands of the inefficient, I can fail miserably at my appointed task; but when I am carefully planned, correctly phrased and properly presented by people who know my potential and have watched my experience, I am an effective creator of sales, an efficient purveyor of services and a powerful ambassador of good will. *✎* I am Direct Mail . . . and proud of it!

*Prepared as a service to the Direct Mail industry by
Maxwell Sackheim & Co., Inc., 545 Madison Ave., New York 22, N. Y.*

Charm your customers
with fine printing on
**Hammermill
Opaque**

When you want to print deep, rich colors—
show subtle details—Hammermill Opaque is
the choice. Its distinctive radiant whiteness
makes product illustrations glow with life.
Hammermill Opaque's higher opacity re-
duces show-through, too. How does it handle
black and white? Turn the page to see.



美しい印刷にはハンマミル
オペークをお使い下さい

*

HAMMERMILL OPAQUE is outstandingly clean. It reflects the quality of your products—makes customers sit up and take notice. You can get new brighter white Hammermill Opaque in English, Pearl, Laurel and Vellum finishes. Firm, level printing surface and built-in moisture content help Hammermill Opaque print as well as it looks. This specimen printed by offset on substance 70, Vellum finish on a 42 x 58 four-color press. Sheet size 39 $\frac{3}{4}$ x 52, 16 up. Speed 3000 an hour. Copperized aluminium plates. Colors printed yellow, red, blue, black.

HAMMERMILL OPAQUE

Manufactured by HAMMERMILL PAPER COMPANY • Erie, Pennsylvania

*In plain English: He who wants beautiful printing wants Hammermill Opaque

There's Nothing So Satisfactory As Dealing With People Who Know What They're Doing

Serving Leaders in American Business

ÆTNA LIFE
AMERICAN AIRLINES
AMERICAN CYANAMID
Surgical Products
C.I.T.
EASTMAN KODAK Industrial
GE Air Conditioning
NEW YORK STOCK EXCHANGE

PAN AMERICAN
PITNEY-BOWES
PUERTO RICO
Economic Development Admin.
RAILWAY EXPRESS
SHERATON HOTELS
SYLVANIA ELECTRIC
WALL STREET JOURNAL

This is a partial list of active full-time accounts. Other names on request.

DICKIE-RAYMOND

*Direct Mail Advertising • Sales Promotion Counsel
Planning • Writing • Designing • Production*

225 PARK AVE., NEW YORK 17
MURRAY HILL 4-3610

470 ATLANTIC AVE., BOSTON 10
HANCOCK 6-3360

COMMUNICATION

Theme of

42nd Annual DMAA Convention

Queen Elizabeth Hotel, Montreal, Canada

September 13-16, 1959

Sunday, September 13

1:00 p.m. Registration — Mezzanine

5:00 p.m. Bienvenue Cocktail Party
Le Grand Salon and Exhibit Area.

Monday, September 14

7:45 Champagne Awards Breakfast
Honoring 1959 DMAA Annual Contest Winners.

Contest Chairman: RICHARD MESSNER, Marbridge Printing Company, New York. 59 winners of the 1959 Direct Mail Contest will receive awards.

Gold Mailbox Award: Presented by COLIN CAMPBELL, Campbell-Ewald Company, Chairman of the Board of DMAA. Henry Hoke Award: Presented by Reporter editor HENRY HOKE.

9:00 a.m. Opening of Exhibit Area. Products & Services of 39 different companies on display (see exhibitor listing on opposite page). Winning portfolios in 1958 Direct Mail Leaders Contest also on display. Exhibit area open all day Monday, Tuesday & Wednesday morning.

9:30 a.m. Opening Session
Welcome Address — D. B. MAHONEY, Advertising Manager, Frank W. Horner, Ltd., Montreal and General Chairman, 1959 Convention.

9:45 a.m. Keynote Address: NICHOLAS SAMSTAG, Director of Promotion, Time, Inc. Subject: "The Precious War That No One Must Win."

10:25 a.m. "Gateways to the Mind." A Panel presentation by: MELVIN THISTLE, M.A. B. Sc.—Chief Public Relations Branch, National Research Council, Ottawa, Ontario.

11:30 a.m.: Cocktails in Exhibit Area;

12:30 p.m.: Opening Luncheon. Feature Address: The HONORABLE WILLIAM MCL. HAMILTON, Postmaster General of Canada.

(Presentation of Postmaster General's Award for best 1958-59 Canadian Direct Mail Campaign.)

2:45 p.m. Ideal Exchange.

Chairman: ROBERT STONE, National Research Bureau, Chicago, Ill. (Six Concurrent sessions on principal uses of Mail Advertising. Moderators to encourage free interchange of information with attendees.

1. INDUSTRIAL ADVERTISING
Moderators: WILLIAM CHARLESWORTH, Deere & Company, Moline, Illinois. JAMES J. MALONEY, Aluminum Company of America, Pittsburgh. G. S. CORIGLIANO, Sell-Rex Corp., Nutley, N. J.

2. PRODUCTS AND SERVICES TO BUSINESS AND PROFESSIONALS
Moderators: GLENN REINEKE, Henry Van Hummel Inc., Denver, Colorado. ROBERT ENLOW, American Medical Association, Chicago, Ill. MARTIN BAIER, M. P. Brown, Inc., Burlington, Iowa.

3. ASSOCIATIONS, SCHOOLS, AND CHARITY ORGANIZATIONS
Moderators: JOHN MAGUIRE, University of Illinois. RUTH GARDNER, Advertising Federation of America, New York, New York. EMILY KLINKHART, American Foundation for the Blind, Inc., New York, N. Y.

4. PRODUCTS AND SERVICES TO CONSUMERS
Moderators: R. J. FOSTER, Henr Field Seed & Nursery Co. Shendoah, Iowa. MARGO VENABLE, Citizen's & Southern National Bank, Atlanta, Georgia. CLIFFORD EDWARDS, The Heath Company, Benton Harbor, Mich.

5. BOOK SALES
Moderators: GEORGE COLLINS, Britannica Press, Chicago, Illinois. JERRY HARDY, Doubleday & Co., Inc., New York, New York. HERBERT BUHROW, McGraw-Hill Publishing Co.

6. PUBLICATIONS
Moderators: RICHARD HODGSON, Advertising Publications Inc., Chicago, Illinois. ROBERT FISLER, Sports Illustrated, ROBERT de SOMBRE, Gulf Publishing Co., Houston, Texas.

2:45-4:15 p.m. THE CANADIAN MARKET
Moderator: CHARLES SPILKA, Mail Order Associates of Canada.

1. International Correspondence School's International Story.

2. The French-Canadian Market
Speaker: MR. MAURICE WATIER, Director of French Services, Thompson-Petersen Advtg. Agency Ltd.,



Montreal.

3. Canadian Postal Customs
4:30 p.m. DMAA Annual Business Meeting

Tuesday—September 15

8:00 a.m. Registration

9:00 a.m. Hall of Fame (3 Concurrent Sessions)

1. Moderator: LAWRENCE G. CHAIT: Campaigns Business Week Campaign; S. Rose.

2. Moderator: HORACE NAHM: Campaigns of Westwood Community Church; Abbott Laboratories.

3. Moderator: EDWARD J. MAYER, JR.: Campaigns of Union Bag Camp; Knipco.

9:30-12:15 Communication Films (Concurrent to Hall of Fame.)

1:00 p.m. A.T.C.M.U. Luncheon. Speaker:

HORACE HART; Presiding: HARRY MAGINNIS, Executive Director, ATCMU, Washington.

2:30-4:30 p.m. Circles of Communication Chairman: ROBERT DALE, Creative Mailings, Freeport, N. Y.

1. *The Offer: How To Make Your Offer Enticing*, A — How to analyse, organize, and phrase the offer Earle Buckley Co., The Buckley Organization, RICHARD ECKMAN, Dickie-Raymond, Inc. B — How to use special offers, "Premiums" & "Gifts"; "Free Trial" Offers "Limited" Offers, "Free Sample" Offers, *Troy Rod-lum*; CHARLES CHOQUETTE, Reply-O Products C — How to use special prices, discounts, and money back guarantees. MARVIN BARCKLEY, Look Magazine; J. DUDLEY BRODERICK, Doubleday & Co.

2. *LISTS: How to Develop and Use Mailing Lists* A — How to set up list specifications, develop list sources and prepare a mailing list schedule. OTTO MEYER, Dow Jones & Co., Inc. WARREN BROWN, Esquire, Inc. B — How to utilize list brokers' services, specify tests, arrange exchanges. FRED KELLAM, American Heritage Publishing Co. GUY YOLTON, Nation's Business C — How to maintain and use your own lists. CHARLES MICHEL, Addressograph-Multigraph JOHN C. REICK — Hillyard Chemical D — How to compile, find and use compiled lists. MITCHELL GRESSER, American Institute of

Certified Public Accountants. MILTON S. STEVENS, Milton S. Stevens, Inc. E — How to know and use Canadian lists. CHARLES SPILKA, Mail Order Associates.

3. *TESTING: How to Profit from Direct Mail Testing* A — How to conduct a valid test for price, market, offer, etc. EDWARD CONDON, Bankers Life & Casualty Co. ALBERT W. BUCHANAN, Research Institute of America B — How to analyse test results, allow for "margin of error," apply common sense. LUCIEN W. BURNETT, Curtis Circulation Co. EDITH WALKER, Book of the Month Club.

4. *COSTS: How to Apply Direct Mail Mathematics* A — How to use percentage of return or cost per order or inquiry; how to project returns. Sallie Weir, Maxwell Sackheim & Company, Inc. B — How to figure mechanical costs, add overhead intangible factors to establish real costs. JAMES SCHEINFELD, ManPower, Inc. LES GAUPP — Advertising Associates.

5. *COPY: How to Write Direct Copy* A — How to think about, organize and polish copy for the lead. HARRY HITES, The Kiplinger Washington Editors, Inc. BETTY MATHEWSON, Newsweek B — How to use a copy formula to help you write. MAXWELL ROSS, Old American Insurance Co. FERD NAUHEIM, Kalb-Voorhis & Co. C — How to dress up copy for order forms and reply cards.

6. *PRODUCTION: How to Select Direct Mail Forms & Processes* A — How to keep your mailings in character with both your offer and your audience. J. K. KERR, Pittsburgh Corning Corporation B — How to use appropriate formats, processes, color, change of pace. I. M. VAN GELDER, Reuben H. Donnelly Co. ROBERT FOX — Hodes-Daniel Co., Inc.

7. *INDUSTRIAL: How to Produce Inquiries & Pave the Way for Salesmen* A — How to design a lead-producing program for quality as well as quantity leads. FRED MESSNER, G. M. Basford Co., WILLIAM W. LEWIS, E. I. duPont.

8. *RETAIL: How to Develop Retail Sales by Mail* — How to establish successful dealer-identified direct mail program. FRANK KATEN, The Hecht Company; DONALD JORDAN, Goldsmith Bros.

9. *MAIL ORDER: How to Build a Profitable Mail-Order Business* — How to merchandise a single product, publish a catalog, build a customer list. Joe Vine, Around-the-World-Shoppers Club.

10. *BOOKS, MAGAZINES, SERVICES: How to Sell Books, Magazines and Services by Mail* — How to develop copy

style, appeals, techniques for selling the publishing field. HERBERT BUHROW, McGraw-Hill Book Co. BOYCE MORGAN, Boyce Morgan & Associates.

11. *RENEWAL SERVICES: How to organize and time a renewal series, a follow-up program, clean and re-activate a buyers list.* AL LARSON, Consumers Union, NORMAN SELIGMAN, NRB.

12. *U.S. POSTAL AFFAIRS* — JOHN G. JONES — DMAA Washington Representative, HARRY MAGINNIS, Associated Third Class Mail Users; FRANK CAWLEY, MPA.

13. *CANADIAN MARKET.*

2:30-4:30 p.m. Communication Films.

3:00-4:00 p.m. "Colour in Communications." Speaker: ROY M. BARNES, JR., Sales Promotion Manager, Organic Chemicals Div., E. I. duPont. (A slide presentation, based on a two-year market research study, illustrating how to integrate use of coloured paper with other graphic elements to create proper mood, establish atmosphere, frame and unify a page. How to use colour on colour to achieve powerful and unusual effects in direct mail.)

4:30-5:30 p.m. Visit Exhibits.

7:00-7:30 p.m. Pre-Banquet Music & Dancing, Peter Barry and his Orchestra; Banquet Le Grand Salon; Floor Show: MISS JANE MORGAN.

Wednesday, September 16

8:00 a.m. Registration.

9:30-11:30 a.m. "Great-and Not So Great-Moment in Mail Order."

(An illustrated panel presentation analyzing outstanding mail order success and flops over the decade.) *Chairman:* MAXWELL SACKHEIM, President, Maxwell Sackheim & Co. *Panel (partial list)* JOHN D. YECK, Yeck and Yeck, PAUL BRINGE, Milwaukee Dustless Brush; RUSSELL ROSE, Christian Herald; VIRGIL ANGERMAN, President, Science and Mechanics Pub. Co.; EARLE BUCKLEY, The Buckley Organization; SPENCER NILSON, The Diners Club. 11:15-12:00 p.m. "The Readers' Digest Story" — presentation of the international direct mail operations of Readers' Digest International) C. ROBERT DEVINE — Director of Advertising From Pleasantville to Punjab — on a Postage Stamp.

12:30-2:00 p.m. Au Revoir Luncheon Speakers: GIBSON McCABE, President and Publisher, Newsweek. "Words Speak Louder."

1959 DMAA CONVENTION EXHIBITORS

Addressograph-Multigraph Company
• Allied Paper Company • American Medical Association • B. H. Bunn Company • A. B. Dick Company • DMCP Associates • Elliott Addressing Machine Company • Envelope Makers Institute of Canada • Felins Tying

Machine Company • Gaylords, Mail Order Catalog • The Greater Buffalo Press, Inc. • Howard Smith Paper Mills, Ltd. • International Business Machines Corp. • Idea Art • International Paper Company • R. J. MacLeod & Company, Ltd. • Manpower,

Inc. • Manton Bros. • National Bundle Tyer Company • National Direct Mail Corporation • Rolland Paper Company, Ltd. • Sen-Bak • Scriptomatic, Inc. • Sorg Paper Company • Arthur Thompson & Company • Townsend Industries, Inc. • Herbert A. Watts •



PRIDE
IS THE DIFFERENCE

Manifest Mimeo Bond

An all new impression paper.
Outstanding—but economical.

Quick drying for stencil
duplicating. Excellent surface
for offset and letterpress print-
ing. Properly sized for pen
and ink.

New shade of white and six
attractive colors. Standard
sizes and weights.

Ask your Franchised
EASTERN Merchant for
samples. Or write direct.



EASTERN

EASTERN FINE PAPER AND PULP DIVISION

STANDARD PACKAGING CORPORATION

BANGOR, MAINE

MAIL ADVERTISING SERVICE

ASSOCIATION INTERNATIONAL

38th ANNUAL CONVENTION

QUEEN ELIZABETH HOTEL

Montreal

September 17-19, 1959

Wednesday, September 16

12 Noon: G&H Luncheon and Meeting,
Chairman Bob Silverman, Cleveland

7 pm: Registration Opens.

8 pm: Chapter Officers Meeting, Chair-
lady Joyce Vander Pyl, Detroit.

Thursday, September 17

9:30 am: Welcome to Montreal

9:45 am: "Operation Success" — Headed
by I. M. Van Gelder, The R. H. Donnelley
Corp., Chicago. Van promises all the
nomenclature needed for a successful
costing and pricing operation. Specific
jobs to be distributed and discussed.

11:00 am: Exhibits officially open — 48
big booths of leading suppliers. Door
prizes, free samples, and informative
salesmen. Visit every booth.

12:15 pm: Opening Luncheon "Hands
Across the Border" speaker: The Hon-
ourable William Hamilton, Canadian
Postmaster General. Program Chairlady:
Mrs. Winifred M. Morrow, Toronto.

2:15 pm: Two Concurrent Panels on
"Personnel and Human Relations." Firms
with more than 20 employees: Chairman
Robert Hanau, The R. H. Donnelley
Corp., Chicago. Firms with 20 or less:
Chairman William J. Wahl, Anderson &
Wahl, Buffalo.

3:45 pm: Take a break and visit the Ex-
hibits. More prizes, Awards Portfolios.

5:00 pm: Lettershop Advertising Ex-
change: Chairman Ray Frost, Portland,
Me. Mimeo Art Exchange: Chairlady
Gladys Farrand, N. Hollywood, Calif.
Occupant Mailing Group: Chairman
Lelon Crum, St. Louis, Mo.

8:00 pm: Gala Canadian Welcoming
Party and Red Badger Reception. Chair-
man Cliff Jones, Uptown Multigraphing,
Montreal.

Friday, September 18

8:45 am: Three Concurrent Panels.
How Administrative Forms Help Get the
Job Done. Firms with more than 20:
Chairlady Marcene Heisner, St. John As-
sociates, N.Y. Firms with 20 or less:
Chairman Paul Oleson, Direct Mail Enter-
prises, Royal Oak, Mich.
Creative Session. Chairman John D. Yeck,
Yeck and Yeck, Dayton, O.

10:15 am: "Hidden Cost Factors Un-
veiled. Speaker: Elman Snow, Porte Pub-
lishing Co., Salt Lake City.

11:15 am: Another chance to inspect those
Exhibits and Awards Portfolios.

12:00 Noon: Sales and Awards Luncheon,
MASA Awards under direction of Awards
Chairman Francis Andrews, Boston, and
Local Awards Chairman Nelson Taylor,
Montreal.
Four 3-5 minute talks on "The Best Sale
I Made Last Year—and How I Made It!"

2:00 pm: Sales and Advertising Clinic.
Chairman Paul Sampson, Detroit. A con-
tinuation of this successful 2½ hour clinic
by the man who started it in Washington
in 1957.

4:30 pm: Annual Business Meeting. Pre-
siding: President A. H. Meyer, Baton
Rouge.
Election of 5 directors and voting on im-
portant constitutional amendments.

7:30 pm: Open Shop Tour. Chairlady
Jessie Greengrass, Montreal.
Hosts include: Grant's Direct By Mail
Services, Inc., Miss Jennie Greengrass,
Multi-Copy Service, Lou Aronson,
Office Affiliated Services Ltd., J. N. Don-
nelly,
Perry Printing Service, Gordon & Gary
Perry,
Taylor Duplicating & Mailing, Inc., Nel-
son Taylor,
The Secretary, Mrs. Winnifred Eccles,
Typing Service, Mrs. Jeannette M. Cay-
ford.

Saturday, September 19

All Day: Registration

8:30 to 2 pm: Exhibits—Last chance to
get a good look at equipment and sup-
plies.

8:45 am: Two Concurrent Panels—Offset,
Composition and Xerography. 14x20 and
up: Chairman Charles Hillis, San Jose,
Calif. Under 14x20: Chairman Ernest
Lowcock, Willowdale, Ont.

10:00 am: Two-Hour Equipment Demon-
stration Session on Convention Floor.
Chairman Fred Flynn, Might Directories,
Ltd., Montreal.

12:00 Noon: Private Luncheon Groups.
Get out and enjoy the food in one of the
many fine restaurants for which Montreal
is famous. Show your "MASAmanShip"—
invite a Red Badger to go along!



PRIDE IS A SEEDLING. Planted with faith in the future. With a man's own satisfaction an important part of the reward. Pride. Insistence on a job superlatively done. Pride. Present wherever a proud printer calls for Atlantic fine papers.



Cover • Bond • Opaque • Offset • Ledger • Mimeo • Duplicator • Translucent

Atlantic

EASTERN FINE PAPER AND PULP DIVISION • STANDARD PACKAGING CORPORATION • BANGOR, MAINE

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SHORT Notes

DEPARTMENT

We welcome your direct mail ideas and news items for this department.
Send all material to Short Notes Department, The Reporter of
Direct Mail Advertising, 224 - 7th St., Garden City, N. Y.

□ **THIS, AS YOU CAN SEE**, is our annual pre-convention issue. Since there are so many new readers . . . we should give you a short explanation of these Short Notes, which always come at the front of the book. These Notes reveal some of the best ideas or interesting news items which cross our desk each month. They are not necessarily related or in any definite sequence. Notice the check blocks □ at start of each Note. The idea is . . . to read this department with pen or pencil in hand. Check the items on which you want to do something later on . . . like writing for a sample, an offered booklet, or more information . . . or filing idea away for possible future use. If you do that, you will get more than your money's worth out of your investment in The Reporter.

□ **THIS IS DIRECT ADVERTISING:** A new, low-cost method of putting promotion material, coupons, or samples into the hands of prospects has been developed by the Arthur Lipson Agency, 1420 Walnut St., Philadelphia 2, Pa.



The Lipson Agency will contract with national advertisers to have leaflets, circulars, brochures or other material dropped into the shopping bags of supermarket customers, by the store clerks, as these customers pass through check-out counters. It will cost \$6 per thousand to distribute printed matter (which can include envelopes containing a letter and

business reply card). Minimum distribution is set at 200,000 pieces (about 35-40 stores) for one week. Only one ad will go into a shopper's bag on a given day. For further details . . . write the agency.

□ **THE COMBINED JEWISH APPEAL DRIVE** for the Greater Miami, Fla. area, conducted by the Jewish Federation, 424 Lincoln Lane, Miami Beach 39, Fla., depended heavily on direct mail for its success during the 1959 campaign. Charles Jacobson, publicity director, sent us sample copies of pieces used in the campaign. Frequent 9½" x 6" post cards emphasized that this was "56 campaigns in one". All pieces, including campaign stationery and a "Foto-Facts" folder, carried a full listing of the widespread agencies receiving CJA funds. The 1959 drive was 24% ahead of last year . . . even before the final cleanup phase.

□ **WHEN WRITING LETTERS** to The Reporter, please do not use the address of our printer, which appears under the index of articles (usually on fourth page). We must give location of actual printing as a legal formality for second class permit. Address of publishing office is clearly emphasized at top of following page. It is 224 Seventh St., Garden City, L. I., N. Y. Letters sent to printer are naturally delayed in reaching us.

□ **GOOD SENSE:** We were pleased with the final message of retiring president of the Milwaukee Advertising Club, Burton E. Hotvedt of Klau-Van Pierson-Dunlap, Inc. Among things he hoped future administrations would accomplish . . . he listed first an early merger of the separate men's and women's ad clubs. Said Burton: "Today's advertising world is a coeducational affair. There is no major reason why our business organizations should be classified separately as male and female. The gals would add refreshing spark to our projects. Moreover, we could then truly be

A LEADING BUSINESS PAPER REPORTED THIS ABOUT

Autopen

SIGNING MACHINE

International Autopen Company makes the Autopen Signature Signing Machine which rewrites a signature at the rate of 3,000 times in an 8-hour day. It writes with any fountain pen (including your own) containing any type of nib, in any color of ink. Anyone can operate the machine which is



changed in a few seconds to allow machine to write different signatures or other text. Machine written signatures cannot be distinguished from original, and is legal on any check or document. This provides control against forgery since machine written signatures are identical to master, never varying like a manual signature. To prevent unauthorized use, master can be locked in a safe, and machine can be equipped with locks and counters to control its use. The Autopen is used to sign insurance policies, stock certificates, diplomas, celebrities' photos for fans, authors' autographed books, etc. Real signatures increase the value of direct mail. So far, the government is largest user of Autopen. Machine is hand fed and operates by a foot pedal. Ideal for lettershops that produce automatically typed letters, because it offers the ultimate in facsimile letter reproduction. Literature available by writing International Autopen Co., 1026 20th St., N.W., Washington 6, D. C.

"The Milwaukee Chapter of the Advertising Federation of America." The Reporter has long advocated this sensible move. We hope new president, George Staudt, will do something about it (if the ladies are willing).



□ **THE OUTRIGHT CROOKS** in the mail are fairly easy to catch. The postal inspectors eventually get them. Hardest to stop are those who deliberately misrepresent. But the Federal Trade Commission has become increasingly tough on these "borderline" cases. If the too-

slick business promoters could be induced to read the FTC bulletins, maybe their urge to misrepresent would diminish. Recent desist orders concerned a manufacturer who falsely claimed his product was tailor-made, and that offered price was lower than advertised price; a diaper service agreed to discontinue false sales representations, such as "diapers washed at home are not safe"; one "vanity publisher" is under a stop order backed by a potential fine of \$5,000 per day for violation by continued misrepresentation. "Vanity publishers" are those who offer to publish

works of new authors on a "cooperative basis." Author pays for first printing and is promised big royalty (as high as 40%). That usually is the sad ending of the story. Everyone connected with direct mail should be on the alert to spot outright fraud, plus deliberate misrepresentation. Don't be afraid to report such cases to either the Post Office Inspectors or the FTC.



□ **HERE'S AN IDEA** for those who want their catalog or mailing piece used as an indexed filing folder, but who don't want the extra expense of an envelope to accommodate the extended index tab. Hal Stedfield of Stedfield & Byrne, Inc., 1105 Chester Ave., Cleveland 14, Ohio sent us a 12-page, 8½" x 11" piece (stitched on narrow edge) he created for The Efficient Tool and Die Co., 9314 Elizabeth Ave., Cleveland 5, Ohio. He incorporated an idea he first developed in 1931 (not patented). The front



cover has a die-cut to dramatize the story . . . so without extra running cost, Hal die-cut on three sides a block about 3"x2¼" about 1¼" from top right of inside back cover. Top of block scored. Recipient was advised to push die-cut from outside and bend up. With printing in correct place . . . makes an ideal indexed filing folder. If you can't understand our explanation . . . write to Hal for a sample.



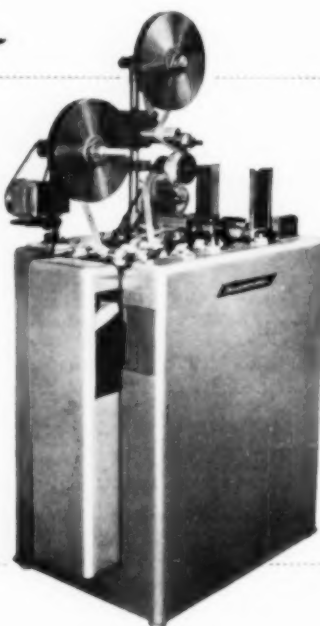
□ **IT WAS SUGGESTED** a few months ago that the direct mail fraternity should establish its own Better Business Bureau (see August Scuttlebutt). The suggested outfit would police the fraudulent use of the mail and uncover the smut peddlers. We don't believe it's a job for private enterprise. The enormity of the job can be found on page 133 of the Postmaster General's Annual Report for fiscal 1958. Postal inspectors handled 15,721 cases concerned with mail frauds, obscenity, lotteries and unmailable matter. And that figure was less than 10% of the total of 174,939 cases which included audits, embezzlements, losses,

Scriptomatic

ULTRA HIGH SPEED TAPE ADDRESSING

- Model 301—30,000 to 40,000 addresses per hour.
- Masters are standard punched cards.
- Prints 5 line addresses on ⅝" tape.
- Standard Model prints addresses to 2½" length and punches holes to standard 2⅞" centers.
- Continuous loading and unloading of card masters.
- Town marking attachment.
- Dimensions of Model 301—19½" wide, 33" long, 58" high.

Write for Prices and Detailed Bulletin.



A PERFECT MARRIAGE...

Punched Card and Scriptomatic Automation

Scriptomatic methods combine all the advantages of punched card automation and conventional addressing equipment. Scriptomatic offers a full range of machines and methods to tie in any punched card system you are using or plan to use. Today you can get all the advantages of a high speed, fully flexible addressing and data writing system . . . at a running cost differential as amazing as the cost comparison between a card and a metal plate. You enjoy not only low first cost but continuing savings in automatic file maintenance, filing space, and elimination of duplicate lists. Scriptomatic is the system geared to tomorrow . . . Imagine your punched card system flowing through a Scriptomatic machine for selective, flexible, high speed addressing.

BOOK

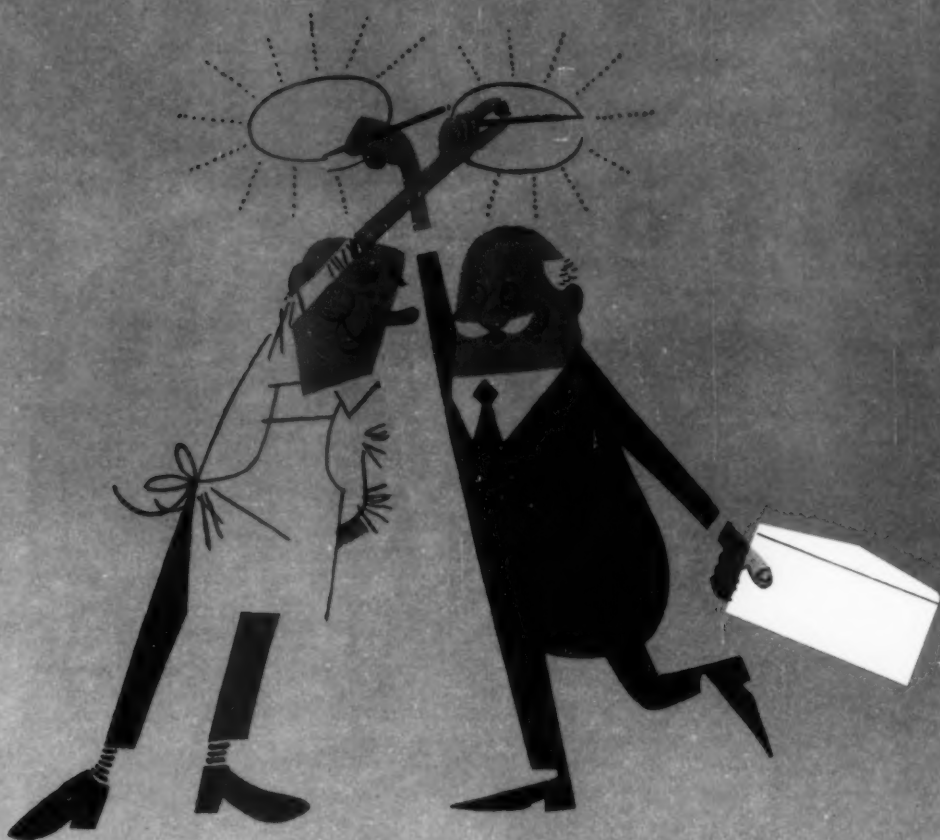
Write for case studies and descriptive material. Discover now, at no obligation, if Scriptomatic can improve your procedures.

SCRIPTOMATIC, INC.
300 N. 11th Street, Philadelphia 7, Pa.



PRINT FROM CARDS...DOUBLE THE FLEXIBILITY...HALF THE COST

MEAD WOVE



A PRINTER'S KIND OF ENVELOPE... WITH A CUSTOMER'S KIND OF APPEAL

■ Printers prefer Mead Wove Envelopes because the deep-cut flaps mean sharp, even imprinting without marring, less makeready time, smoother, faster press runs. Customers prefer Mead Wove envelopes because of the sure-seal flap, good opacity and brilliant blue-whiteness of the stock. Mead Wove's built-in humidity resistance and substantial feel tell customers that they're using the best!

The Union Envelope Company, Richmond and Birmingham, and the Niagara Envelope Company, Buffalo, manufacture a complete line of regular, window and remittance style envelopes, along with a new line of Mead Vellum Booklet envelopes for annual reports and other prestige mailings. Order from the Mead Papers merchant nearest you.



SALES OFFICES: MEAD PAPERS, INC., DAYTON 2, OHIO AND IN ALL PRINCIPAL CITIES

It's clear to see!

Positive attention and
readership become
automatic with

Crystaletter

**Send
Now...**

for complete
information,
samples,
prices.

Our design
facilities are
at your
service!

SALES PROMOTION DEPT.

Goodren

PRODUCTS CORPORATION

101 West Forest Ave. • Englewood, N. J.

NAME _____

ADDRESS _____

COMPANY _____

CITY _____ STATE _____

• Visualize your own sales messages, colorfully printed on sparkling, clear plastic . . . creatively combining your colors, copy, letterhead . . . into a power packed direct mail advertisement.

• Transparency permits many unusual and unique effects . . . offers a new dimension in direct mail promotions . . .

This **CRYSTALETTER** was created and processed for the **CONTINENTAL CASUALTY CO.** by **GOODREN PRODUCTS CORP.** 101 West Forest Ave. • Englewood, N. J. LOwell 8-0610 • WIsconsin 7-4435

security investigations, etc. The Post Office inspectors can do a much better job of policing than could a private organization. But all of us can help by notifying the inspectors of obvious violations.



□ **COLUMNIST BILL GOLD** writing recently in *The Washington Post* . . . made many District of Columbia direct mail people angry and made himself look silly by reviving the "junk mail" campaign. Gold mentioned local women who are returning empty business reply envelopes. One puts airmail and special delivery stickers on the envelope she mails back. Someone in Washington should teach the columnists the facts of life.



□ **DIRECTOR OF FUND RAISING**, James R. Curran of the National Society for Crippled Children and Adults, 2023 W. Ogden Ave., Chicago 12, Ill., sent us a recent copy of their bulletin, "Campaigning News & Notes." On page 3 appeared this interesting item: "Mounting criticism of fraudulent mailing tactics . . . reported in recent issue of *The Reporter of Direct Mail Advertising* . . . abuses cover mail campaign frauds, big

mailings of unordered merchandise, use of 'exempt' 1c bulk rate to sell products in competition with commercial firms. . . . Easter Seal Societies should refer abuses to local U.S. Post Office for investigation . . . honest use of the mail for support of our service program has been our trademark . . . let's do our share to police those who violate a public trust." The Reporter is pleased to have this support. We believe all non-profit organizations should help in policing the mails. Report all cases of misuse, fraud, etc. to local postal inspectors.



□ **THREE NEW TYPE FACES** will be announced this fall by Bauer Alphabets, Inc., 236 E. 45th St., NY 17, NY. The unveiling will coincide with 7th Educa-

Folio Medium Extended

Folio Medium Extended Italic

Bauer Classic

Bauer Classic Italic

Condole

tional Graphic Arts Exposition at The Coliseum, September 6-12, 1959.

□ **ATTENTION MAIL ORDER HOUSES:** Please let us know when any state other than your own tries to collect a sales tax on goods you ship into state. We want a file of case histories. A recent Supreme Court ruling seemed to confirm that states have that right. However, there is a move in Congress to exempt companies which merely sell in state without salesmen, offices or warehouses. All mail order people should talk to their Congressmen about the situation.

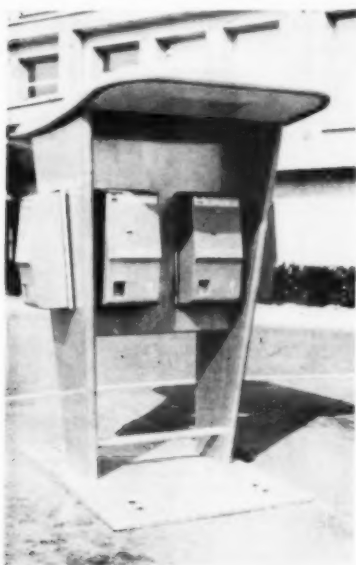


□ **MORE ABOUT LOTTERIES:** Before you start any contest which may be on the borderline of a lottery, better clear your plan with the Post Office Department. The Postal Lottery Law, Title 18, Section 1302, is being enforced rigidly these days, even including bingo. You cannot send through the mails any advertisement of a lottery (classic definition: must have all three elements—consideration, chance and prize). Recent Postal Service Bulletin answered the following question: (Q) "Suppose the advertisement of a bingo game does not mention 'bingo' at all. Is it still prohibited in the mails?" (A) "Yes. Bingo, or similar games using different names, cannot be advertised in any

matter carried through the mails. The law cannot be evaded by such words as 'Party' or 'Games' or 'Big Game Wednesday Night' or by merely printing '\$.' If the advertisement in fact relates to a lottery, it is a violation of the federal law."



□ **STREET CORNER POST OFFICES** may be in the offing. We are reproducing an illustration which appeared in France Actuelle, which has its U.S. editorial office at 221 Southern Bldg., Washington 5, D. C. These new 24-hour-a-day automatic post offices are being installed



at spas and resorts all over France. It provides a mailbox, money changer, vendor of small denomination money orders and stamps plus a convenient telephone. It is claimed that these outdoor stations relieve the workload of the local post offices.



□ **DAMNATION!** An item in the July Reporter concerned unordered merchandise from Germany. Our original copy to printer definitely said: You are not legally bound to pay or return (unless you use product). Somewhere between copy and press . . . the "not" was dropped. Repeat: If you receive unordered merchandise you are NOT, NOT, NOT legally bound to pay for it or return it (unless you use it).



□ **A PRESS RELEASE** with a lot of showmanship was received this month from Brookmore Promotions, Inc. (premium consultants), 15 E. 40th St., New York 16, N. Y. The carrying envelope had a circular glassine window on the left side. Stamped underneath it was "A

HAND IN HAND

Direct mail serves hand in hand with your salesman . . . paying the way for him, supporting his effort, locating prospects who are ready, willing and able to buy.

For direct mail that lends a genuinely helping hand to your sales program, look to the special promotional experience of the Hickey Murphy Division of James Gray, Inc. You'll find a unique creative service, flexible enough to meet your specific direct mail needs.

For a handful of practical direct mail ideas, write for a free copy of the informative booklet, *How To Put Action Into Your Direct Mail*.

THE HICKEY MURPHY DIVISION OF JAMES GRAY, INC.

216 East 45th Street, New York 17, New York • MUrray Hill 2-9000

You are making a mailing list broker
out of me. I like it and I
am grateful. Please
keep it up!

ELI KOGOS
WEBSTER
MASSACHUSETTS

Genuine Mink Release." Showing through the window was a swatch of mink fur which was stapled to the bottom of the first page of the press release. Release told an interesting story of an incentive campaign titled "Win-A-Skin Mink-A-Thon" staged by Brookmore for Schenley distributor salesmen. The program was kicked off last fall at a husband and wives' dinner at Montauk Manor, Montauk, L. I., N. Y. Wives received mink flowers and the gentlemen received mink boutonnieres. Other mink novelties, such as mink golf tees, were given out. Models displayed various mink prizes the wives could win if their husbands delivered the sales. According to Schenley officials, the "Mink-A-Thon" was a tremendous success. At any rate, Jerry Klausner, president of Brookmore, can produce a darn interesting press release.

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□ **A BETTER MOUSE TRAP** was enclosed with a letter from Robert A. VanderPyl, president, Advertising Letter Service, 2930 E. Jefferson Ave., Detroit 7, Mich., to dramatize the fallacy of the old fable. The world will beat a path to your door only . . . if you tell people how to get there, how much, why and so forth. What we liked particularly about the letter was . . . that the enclosure was actually a Better Mouse Trap (and is called that). A four-way device allows it to be set automatically without danger of snapping fingers. Is manufactured by McGill Metal Products Co., Marengo, Ill.

♪
□ **DIRECT MAIL COURSES** at The City College, 17 Lexington Ave., New York 10, N. Y. are getting a shot in the arm through friendly meetings between school officials, teachers and professional direct mail men. As a result of one recent meeting, we've seen the revised outline for the two new advanced courses . . . one on Direct Mail Procedures (which has a former course as a prerequisite) and a new Graduate School course on "Direct Mail Problems." Latter is based on case history analysis. Seems like these are the best training outlines we've seen. If you want more information, write to Claude Bolser at the address above. Claude is a stalwart direct mail booster. A long time ago, he was in the advertising department of Strathmore Paper Co. where he learned the fundamentals.

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□ **ONE OF THE MOST PROGRESSIVE** associations in the country is the Financial Public Relations Assn. with headquarters at 231 S. LaSalle St., Chicago 4, Ill. The man largely responsible for making it so is Preston E. Reed, who

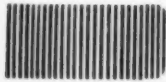
for more years than we can remember has been executive vice president. For a number of years, association officers have been combing the woods to find a successor of equal calibre in advance of Preston's retirement. July 1959 issue of the association's 64-page printed bulletin announces Vernon Schwaegerle, formerly with American Meat Institute, will act as executive secretary of FPRA (in training) until he steps into Preston's shoes after the November 1960 annual convention in Boston.

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□ **ANOTHER NEW GADGET** may prove helpful in sales work. Could even be applied to selective direct mail. The Hudson Photographic Industries, Inc., Croton-on-Hudson, N. Y., is now supplying a portable, plastic socket viewer for 8mm motion picture film. It weighs only a few ounces, yet functions as a



projector and screen . . . accommodating 4½ minutes of 8mm color or black-and-white motion picture film. Can be loaded in 10 seconds by anyone with average manual dexterity. The plastic previewer uses a battery operated internal light source, so that motion pictures may be viewed in any light conditions. To activate the film, the viewer simply turns a small handle. The little machine will sell for \$12.95 in camera stores.

♪
□ **WE'VE BEEN ASKED** where the late Jack Carr got the statistics he used in "Cordially Yours." Back around 1928, Jack said in a speech (and in 1947 repeated in his book): "If the average legitimate, reputable merchant or manufacturer will compile a mailing list of 1,000 names . . . names of actual potential prospects for his product and mail to them regularly once a month . . . one hundred and forty out of each thousand will respond by the end of the first year. And about an equal number for each succeeding year. Until at the end of five years, seventy percent of the total list will have made inquiry, come into the store, or actually become customers. The other thirty percent of the list will have died, removed elsewhere, or through some change, no longer remain prospects." Those were Jack's own figures, established from his own mailings and



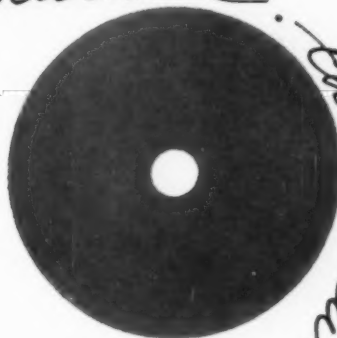
the circulator. the circulator.



the circulator. the circulator.



the circulator.



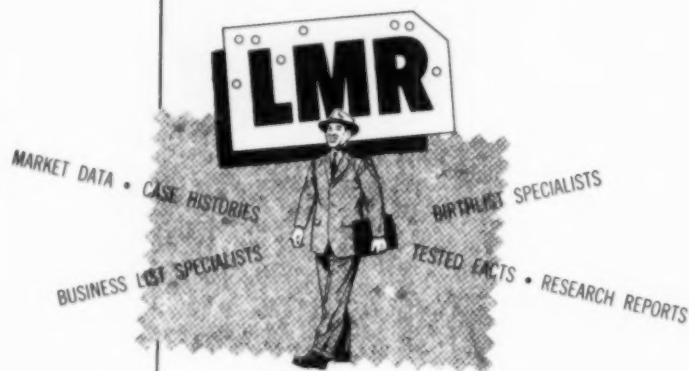
the circulator.

Direct mail users in the best of circles are reading *The Circulator*, a new monthly round-up of production and mailing ideas. *The Circulator* offers experienced advice from top Specialists on how to plan production creatively for greater mailing economy and efficiency. You can get your free monthly copy of *The Circulator* simply by writing to Circulation Associates, Inc., 226 West 56th Street, New York 19, N. Y.



Offset Printing
Letterpress Printing
Multigraphing
Multilith Printing
Imprinting
List Maintenance
Stencil Embossing
Subscription Fulfillment
Addressing
Sales Aids
Vari Typing
Hand Inserting
Machine Inserting
Coupon Redemption
Premium Mailings
Magazine & Catalog Mailings

KNOWN FOR *Creativity*



"The Man in the Gray Tweed Suit"

RESEARCH
COORDINATION
SERVICE

CREATIVITY
IDEAS
FACTS
SELECTIVITY
RESULTS
ACCURACY

Creativity that increases profit is not spur of the moment ideas... it is ideas conditioned by wisdom gained from the experience of related successes and failures.

The LMR List Consultant has at his finger tips a wealth of information... facts gained from ten years experience in analyzing the results of nearly a billion pieces of mail.

You will find the LMR List Consultant always dressed in a Gray Tweed Suit. He is easily recognized in this way, yet mail advertising executives remember him best because of his creative ideas... ideas made possible by research, experience, and aggressive thinking... he is known for **CREATIVITY**.

To contact "The Man In The Gray Tweed Suit" ask your list broker to arrange an appointment...

Lisle M. Ramsey and Associates, inc.

404 SOUTH FOURTH STREET, SAINT LOUIS 2, MISSOURI, CHestnut 1-6626

COMPILERS OF NATIONWIDE BIRTHLISTS AND BUSINESS LISTS

from those of clients. The figures for moving may have changed through the years, but basically the theory is sound. By "respond," Jack didn't necessarily mean "purchase." What Jack didn't say publicly, but did in private, was that it didn't make much difference what you say in your copy as long as it's friendly and honest, and you keep saying it every month.



☐ **DON'T KNOW HOW THIS ITEM** can be applied to direct mail... but it goes to show there is always some better way to do most anything. You will soon be able to buy a flashlight with a rechargeable battery. And it will be guaranteed for five years. It is being manufactured by Gulton Industries, Inc., 212 Durham Ave., Metuchen, N. J. The new



flashlight will throw an intensive beam for up to two hours of continuous use... and thereafter the battery can be recharged overnight by plugging into an ordinary house socket. Cost of recharging... less than 1c. Flashlight also has built-in magnet that will hold it firmly against all metal surfaces. Since this is something new... might make a good item for Christmas gifts. Standard model will retail for approximately \$9.95. Deluxe models up to \$15.95.

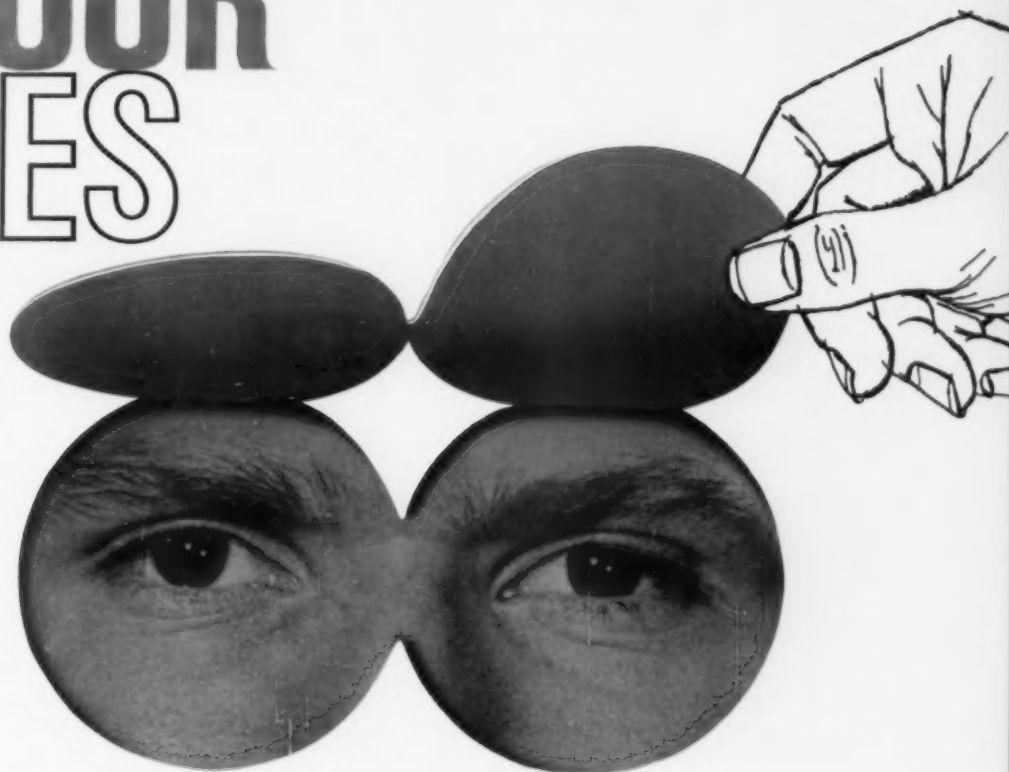


☐ **IF YOU WOULD LIKE TO SEE** what American advertising looked like between 1800 and 1900, there is now available a booklet on the subject. The advertisements were secured by, and the descriptions of each were prepared by Myron Johnson, but the booklets are being distributed by George O'Donnel, The Idea Merchant (advertising), Beacon, N. Y. Price is \$2 per copy. It is really an interesting collection of examples of early salesmanship.



☐ **YOU MAY BE ONE** of the third class bulk mail permit holders selected to receive the Commerce Department questionnaire about the impact of higher postal rates. A Commerce Committee, under chairmanship of experienced printer Horace Hart, will mail to about 7% of permit holders (15,000). The questionnaire probes deeply into many phases of direct mail. The questions and wording have been approved by

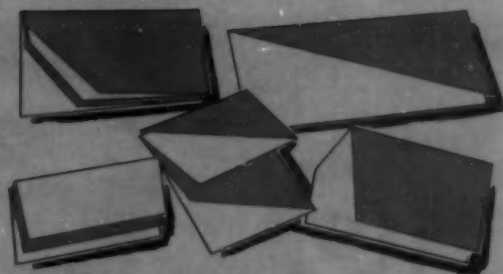
OPEN
YOUR
EYES



to the added selling force of

WOODBINE
DUPLEX
ENAMEL

UNUSUAL FOLDS AND DIE-CUTS



The versatility of Woodbine Duplex Enamel is unlimited. Unusual folds, trims, and die-cut effects challenge the imagination. Folders, programs, special announcements and promotional pieces can be lifted out of the conventional rut and given a hot spark of originality and eye-catching punch. In no other way can the force of "built-in" color be employed more economically.



Yes, in no other way can you utilize the power of COLOR at so low a cost. With only ONE color printing you get a full 3-COLOR impact. 7 harmoniously matched color combinations give you a balanced selection to compliment product, season, or message. Also widely used in Woodbine Duplex BRISTOL for postcards, covers, die-cuts, etc.

3 COLORS WITH 1 COLOR PRINTING



Woodbine Duplex Enamel and Bristol offer such a wide range of creative opportunity to anyone looking for ideas, that we urge you to write for the *demonstration portfolio*. You'll be nothing less than amazed when you see the great number of ways you can add eye appeal and selling force to many of your printed pieces.

**WOODBINE
DUPLIX**
ENAMEL and BRISTOL



Write
**THE APPLETON COATED
PAPER COMPANY**
1230 North Meade Street
Appleton, Wisconsin

7 HARMONIOUS COLOR COMBINATIONS

Orange and Fawn
Goldenrod and
Primrose
Turquoise and
India
Suntan and White
Gray and Rose
Emerald and Green
Tan and Lime

by **APPLETON COATED**

Printed on Woodbine Duplex Enamel — Orange and Fawn

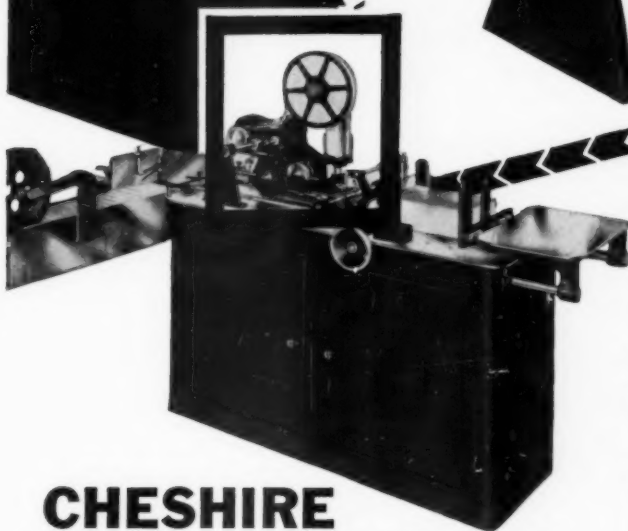
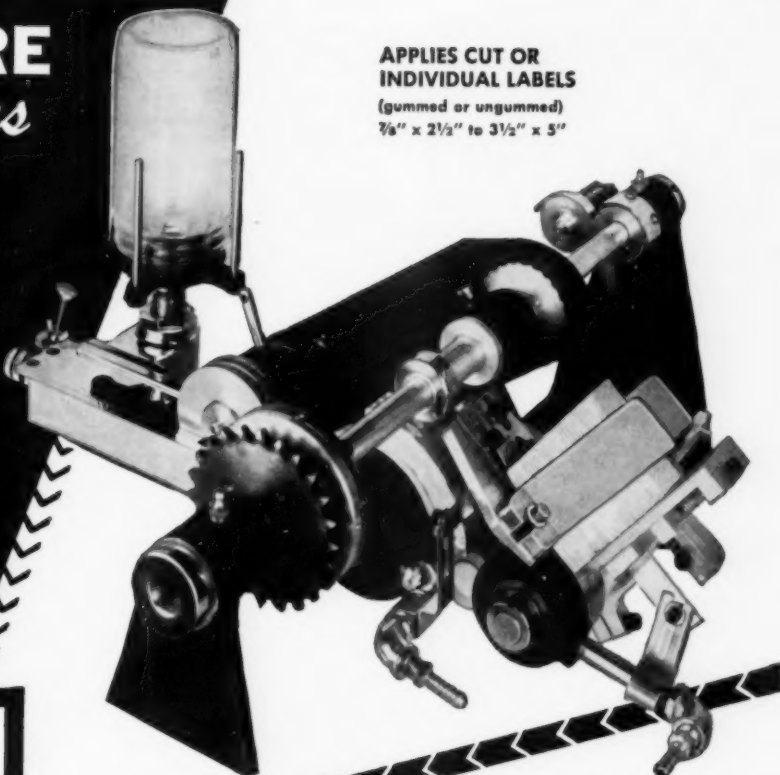
CHESHIRE
Announces
New **CUT**
LABEL
ROTARY HEAD

for Model E
and
Model C

**Labeling
Machines**

**APPLIES CUT OR
INDIVIDUAL LABELS**

(gummed or ungummed)
7/8" x 2 1/2" to 3 1/2" x 5"



CHESHIRE
LABELING EQUIPMENT

Feeds, cuts, glues and attaches pre-addressed labels — reloads labels and glue without stopping the machine. Smashes costs, saves time. Never misses. Labels all types and sizes of printed pieces accurately, neatly, economically. Low-priced sure, easy way to prevent bottlenecks in your labeling operation.

NOW, an INTERCHANGEABLE HEAD FOR applying cut labels is ready for quick-change-over use on all Rotary Head Cheshire Model E and Model C Labeling Machines. It quickly replaces the roll or tape strip head on either of these units. It handles ungummed labels, or those cut from gummed stock . . . does the job accurately, neatly, perfectly at speeds up to 15,000 per hour. With the addition of the new R-4700 Rotary Head, the extreme range of both Model E and C Cheshire Labeling Machines permits applying cut labels to practically any class of printed material.

If cut labels only are to be applied, Model E or C Labeling Machines can be supplied with the R-4700 Rotary Head in lieu of the Roll or Tape Strip Head.

MODEL E LABELING MACHINE

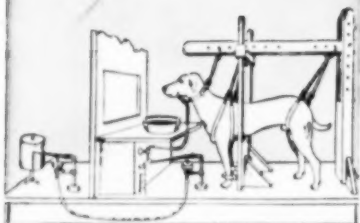
For postcards, insertion cards, envelopes, pamphlets, brochures and lightweight magazines, booklets, catalogs and quarter fold tabloids.

MODEL C LABELING MACHINE

For light to heavyweight magazines, catalogs and half-fold or quarter-fold newspapers and tabloids.

CHESHIRE, Inc. 1644 NORTH HONORE STREET
CHICAGO 22, ILLINOIS

RESPONSE



We don't claim that the mere sight of a Shaller-Rubin prepared mailing piece will start your mail-list prospects licking their chops over the product you advertise . . . but it might! No psychological mumbo jumbo to it. Just a constant awareness that no matter how fine a product you sell, or service you supply, prospects have to be stimulated before they respond.

That's where we come in . . . with ten years experience (and experiment) in designing direct mail campaigns aimed at achieving—RESPONSE!

If you want to ring the bell that will set off prospect reaction to your company's direct mail, write:



THE
SHALLER-RUBIN
COMPANY, INC.
312 FIFTH AVENUE
NEW YORK 1, N. Y.
OXFORD 5-4680

representatives of graphic arts and direct mail associations. A report on the findings must be made to Congress by March 1, 1960 . . . and this may determine what future rate action will follow. Those who receive questionnaire should cooperate to the fullest. The success of the survey is absolutely dependent on the cooperation of the entire field and the response of each individual user.



□ **AN OLD STUNT**, but still effective. Bell & Howell Phillipsburg Co., Phillipsburg, N. J., sent out a letter recently with an illustration at top showing a mountainous pile of mail. A caption told how you can make the mail disappear. Enclosed with letter was a sheet of red cellophane. Place the red sheet over the illustration and sure enough the mountainous mail disappears and in its place is a Phillipsburg Inserter which had been printed in light green and which was covered by the brownish-yellow mail design.



□ **THE USE OF GADGETS** has certainly grown. We can remember the days when novelty attention-getters were hard to find. Then a few promoters like Abe Mitchell of Chicago came out with single sheet bulletins offering specialties. Business has grown to such an extent that today we have 52-page catalogs listing all possible stock and made-to-order gadgets for advertising. The Hewig Company, 45 W. 45th St., New York 36, N. Y., has just released its 12th annual catalog, now 52 pages with colored cover. It's free to sales and advertising executives who write for it on their business letterheads.



□ **L. U. (LUKE) KAISER** of Premier Printing & Letter Service, 2120 McKinney Ave., Houston 3, Texas, will probably make another fortune on an idea he developed for the Houston Chamber of Commerce. Luke, as many of you know, is a part-time magician but a full-time owner and director of Premier Printing & Letter Service. He was the fellow who developed those large-sized imitation money sheets for Texas, Oklahoma, Florida and some other states. They sold like wildfire. Now Luke, together with an assistant, Walter C. Bohland, and his photographer-artist associate, Vic Green, have developed an "Adventure Map" of Houston. Took 2½ years of research and work to develop this brilliant cartograph of seven suggested tours around Houston and the nearby Gulf Coast area. Here is how the whole idea works. The Chamber of Commerce endorsed the plan. Houston businessmen are being urged to buy

quantities of the Adventure Maps at a low cost per copy (price decreases as quantity increases). Maps are imprinted with the individual distributor's name, but on each order the Chamber of Commerce agrees to distribute a certain quantity. That is, on an order for 3,000 maps, the Chamber of Commerce agrees to distribute 500. It is a typical Luke Kaiser magic promotion and as we said before, it will probably make him another fortune, so he will have to move into another new and bigger building.



□ **DO DOCTORS READ** direct mail? That has been an argument for years. Here is another case history to prove the affirmative. The Barbasol Co., 667 Madison Ave., New York 21, N. Y., recently mailed a folder to 1,800 derma-



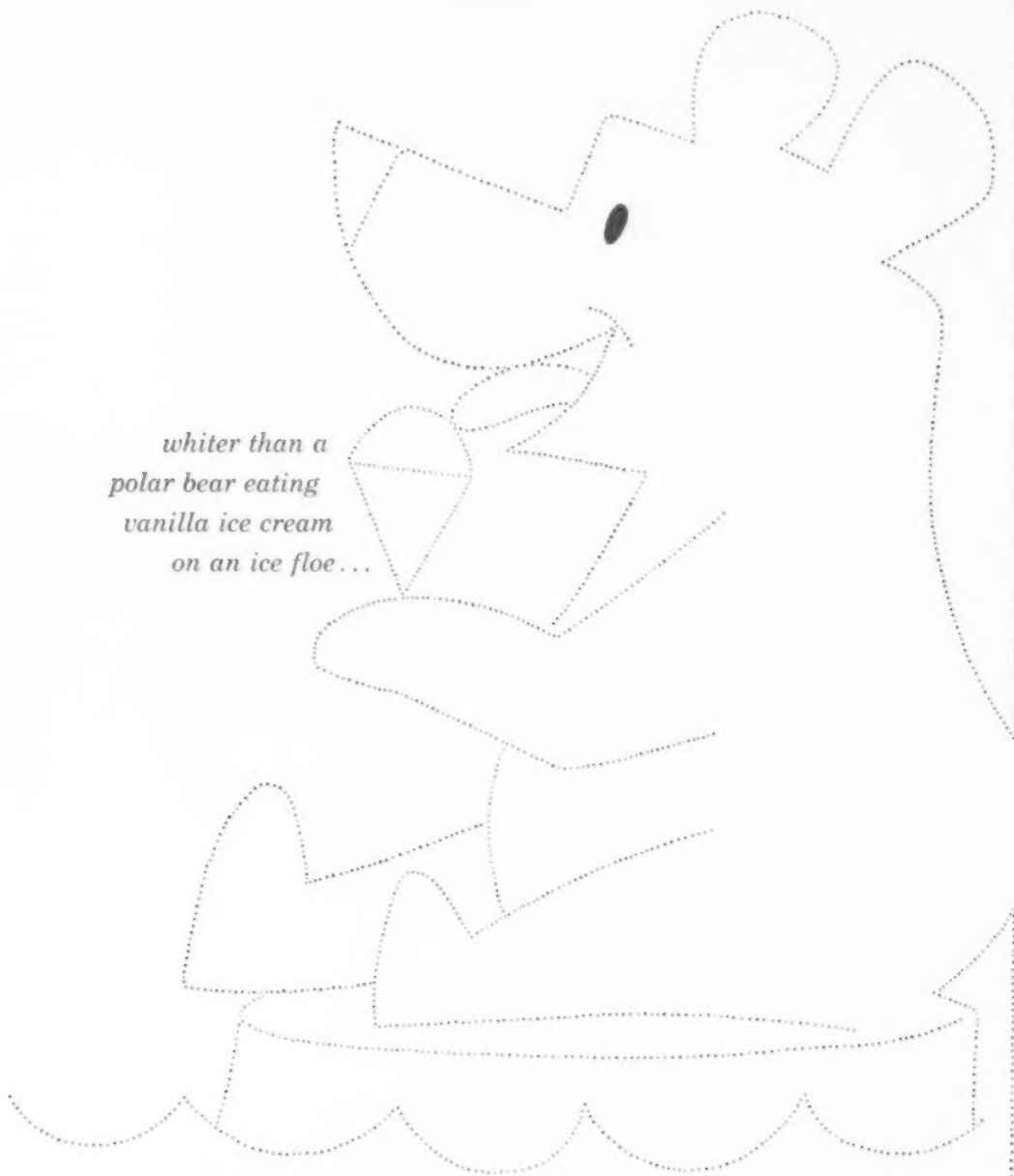
tologists . . . promoting an antiseptic lather shaving cream. Mailing piece offered two cans of the antiseptic cream to the doctor. Forty-two percent responded, requesting the samples, and many of the doctors took time to write personal comments on the return card.



□ **NEWSLETTERS ARE SPREADING** to Europe. Some of our friends in the advertising business over there are using the newsletter format to promote their business. A new one on the scene comes from Werbebüro Wolfer, Uraniast 28, Zurich, Switzerland. It's a one-sheet affair, printed on both sides, and titled "Ideen Brief." It looks interesting but we don't understand the language. That is our loss.



□ **SOMEONE SENT US** an envelope containing about a dozen promotion pieces used by The Conde Nast Publications, 420 Lexington Ave., New York 17, N. Y. No letter or comment with the samples. We have taken some nasty cracks in past issues about the sameness of most subscription (publication) direct mail . . . so the package of samples was probably sent to prove we were wrong. At least, in the cases of Vogue and Glamour the pieces have a different flair



*whiter than a
polar bear eating
vanilla ice cream
on an ice floe...*

Eagle-A Trojan Bond *Radiant White*

It's startling—the way the brilliant whiteness of Eagle-A Trojan Bond *Radiant White* adds impact to a printing job! And it costs so little to put business stationery and direct mail on this outstanding fluorescent bond. It's a new 25% cotton fiber Trojan Bond paper—ideal for every printing process, including raised printing. Comes in standard weights and sizes and envelopes to match. For a sample portfolio, write to Dept. R.



EAGLE-A PAPERS

Better papers are made with Cotton Fiber

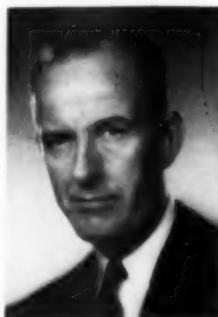
AMERICAN WRITING PAPER CORPORATION, HOLYOKE, MASS., MAKERS OF EAGLE-A COUPON BOND AND OTHER FINE EAGLE-A PAPERS

this is addressed to **6** readers of the Reporter

On September 1 I will open offices in Milwaukee to provide direct mail marketing services to clients all over the country. I hope to have the opportunity of serving you in planning, creating and writing mail to help you sell your products or service successfully.

During the past 15 years, in addition to selling brushes to industry, I have had the privilege of preparing mail to sell pharmaceuticals, library supplies, beds, plumbing fixtures, correspondence courses, radio advertising, insurance service, fertilizer, magazine subscriptions, missile parts, hair curlers—you name it and chances are I have written mail to sell it.

Since this is basically a personal service I will be able to handle only a limited number of accounts. If your product or service fits my selling background I'll be happy to talk with you anytime. If I don't have what you need I can probably tell you where to find it.



Paul J. Bringe

*

Do you want to receive my direct mail newsletter, "Talking About Direct Mail" First issue October 15. Its free of course. It will be full of personal opinion, comments about what works and what doesn't, tips on what the other fellow is doing that's worth watching—and a wee bit of personal puffery.

Paul J. Bringe, Inc.
225 E. Michigan Street
Milwaukee 3, Wisconsin

Name _____

Address _____

... and we are glad the sameness pattern broke. The only trouble in the subscription promotion field is that when someone comes up with a new format or a different approach ... within six months everybody else is copying it. But let's hope there will always be people like the folks at Conde Nast who will attempt to be different.



INTERESTING STORY ARRIVED from Auto-Owners Insurance Co., Lansing, Mich. After hearing stories about the value of adding an odor to a direct mail piece, the advertising department decided to add the smell of smoke to a new printed folder titled "If fire strikes



your house tonight, does your present insurance cover your loss?" The job of printing, mailing and storing the folders had peculiar consequences. The office manager of the printing plant thought he had discovered a fire, but when he found the source he investigated his own insurance. Likewise, some of the printers in the plant and also the people at the advertising agency. We understand the smoke-scented pieces are proving very effective. You might like to write for a sample.



PLANNING AHEAD: The Jack Tar Hotel chain is building a new hotel in San Francisco. The \$25 million glamour palace will open some time in 1960. But we've already received the 16-page, 11" x 14" brochure which will be used to promote convention business. It's a dynamic, colorful job of hotel promotion ... equally on a par with some of the most spectacular of the Miami Beach promotions. In case you are thinking of having a shindig in San Francisco some time in the years ahead, you might want to see this brochure for a possible convention facility. Headquarters of the Jack Tar Hotels is in Galveston, Texas, but a sales office has already been set up

For substantial savings in postal and paper costs...

DIRECTORIES
BOOKLETS
CATALOGS
SALES MANUALS
STUFFERS
INSERTS

SPECIFY ALLIED'S



Cellupaque

"Watch the cost on this job"...a phrase you're hearing more and more today. With postal rates and production costs going up, advertisers and their agencies are more dollar conscious.

What's the answer? Specifying Cellupaque, the newest of Allied's lightweight sheets, on booklets, sales manuals, directories, stuffers, package inserts, and similar material, can mean substantial savings in mailing and production.

Cellupaque's bright-white appearance...its high opacity...its printability...will assure the promotional effectiveness you want in addition to offering a solution to your budget problems. Specify Cellupaque on one of your next booklet or promotional pieces.

COMPARE

...see how the selection of Allied's Cellupaque in the example below resulted in tremendous savings.

128-page
BOOKLET or CATALOG
8½ x 11"—TWO COLOR
50,000 COPIES

STOCK	POUNDS OF PAPER	PRICE/CWT.	TOTAL COST
60 lb. Average Uncoated Offset	41,976	\$17.60	\$7,387.78
35 lb. Cellupaque	24,592	\$22.40	\$5,508.61

PRICES QUOTED ARE BASED ON CHICAGO MARKET

SAVINGS IN PAPER..... \$1,879.17

SAVINGS IN POSTAGE (Approximate)..... \$2,000.00

50,000—Booklets, 60 lb. Stock—13 oz. @ 9c (Bulk)..... \$4,500

50,000—Booklets, 35 lb. Stock—8 oz. @ 5c (Bulk)..... \$2,500

TOTAL SAVINGS..... \$3,879.17

ALLIED PAPER CORPORATION
CHICAGO KALAMAZOO NEW YORK

...long experience in lightweight paper quality

Allied's fifty-four years of experience in lightweight paper manufacture is well recognized by the publishing industry, where millions of tons are used every year. Today, the advertising and printing fields are seriously and more frequently considering greater use of lightweight papers...specifically the quality sheets of Allied.

Included in the line with Cellupaque are:



IMPERIAL BIBLE A moderately priced white sheet having high opacity...assures quality printed results on sales manuals, stuffers, inserts, and catalogs.



BRITISH OPAQUE An inexpensive, cream white sheet with excellent strength, and runnability...ideal for directories, manuals, price lists, etc.

Write today for your free portfolio of Allied's... "CASE HISTORIES OF THREE ALLIED LIGHTWEIGHTS"

Consult with your printer on

**Allied's complete line of preferred printing papers
for all types of advertising material**

UNCOATED OFFSET

Custom Offset
Lithobulk Offset
Solar Offset
Forester Offset

UNCOATED LETTERPRESS

Typobulk Eggshell
Climax EF & Eggshell
Solar EF & Eggshell
Forester EF & Eggshell

DUPLICATING PAPERS

Northbrook Bond
Northbrook Duplicator
Northbrook Mimeo
Permaflex Ledger

COATED

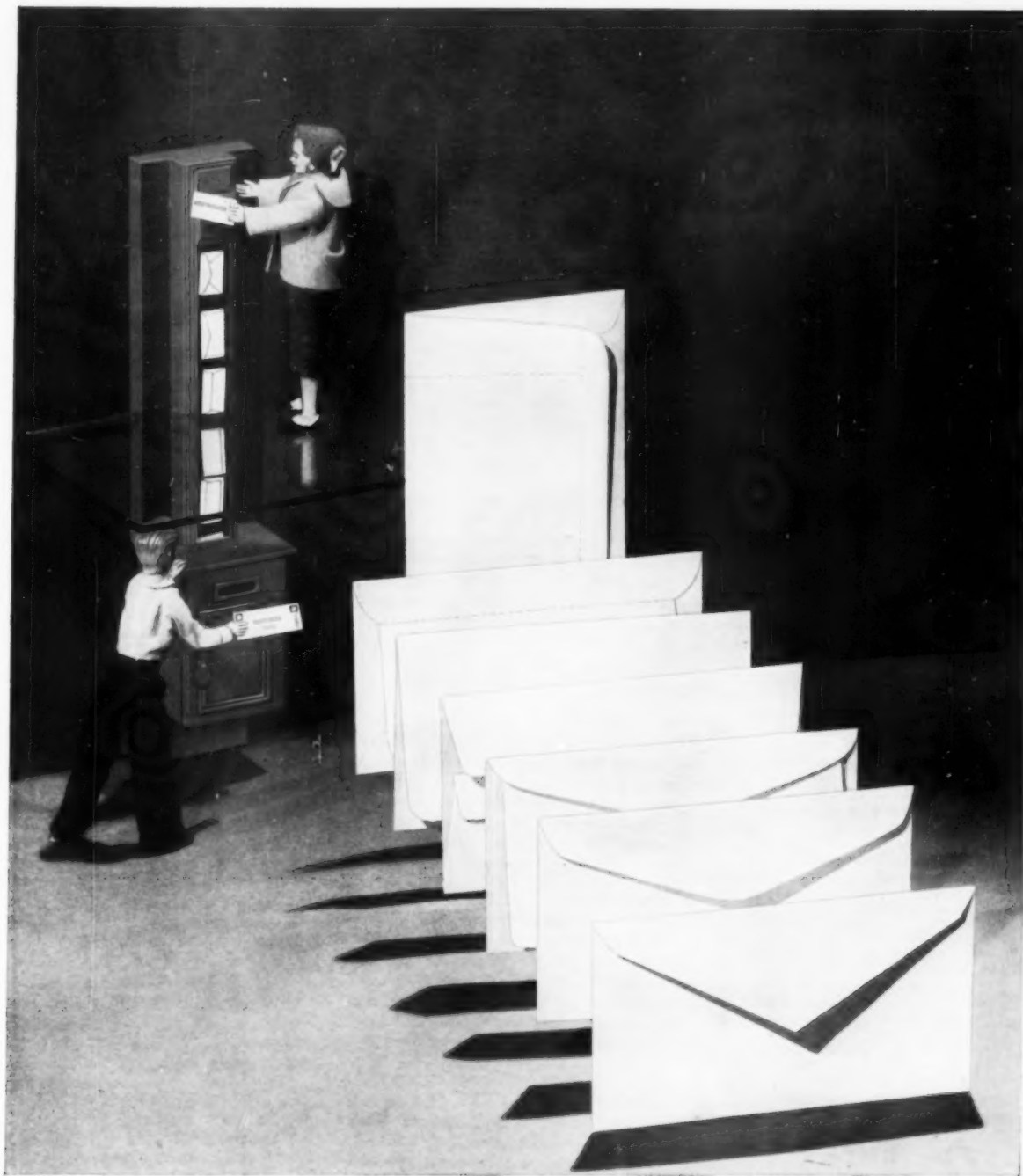
Cellugloss Offset Enamel
Celluprint Enamel
Cellufold Offset Enamel
Imperial Enamel
Imperial Offset Enamel
Velour Enamel
Velour Offset Enamel
Cellufold Litho C1S
Cellugloss Litho C1S
Imperial Litho C1S
Monarch Litho C1S
Comet Colored Enamel

LIGHTWEIGHTS

Cellupaque
Imperial Bible
British Opaque

ALLIED PAPER CORPORATION

KALAMAZOO • MICHIGAN



THE RETURNS ARE COMING IN because the advertiser made it easy for his prospects to reply. It was also easy for the advertiser to do this because U.S.E. offers seven return envelope styles in a dozen sizes . . . Some are regular envelopes, regular gummed or Self-Seal®. Others embody message features which speed up and increase returns . . . These seven envelope styles and 67 more are shown and listed on the U.S.E. Envelope Selector Chart. It's free; just write on your letterhead to Advertising and Sales Promotion Department —

UNITED STATES ENVELOPE COMPANY



Springfield 2, Massachusetts

14 Divisions Coast to Coast

Is 60% of YOUR direct mail budget WASTED?

A recent authoritative survey shows 60% of a company's direct mail budget will be wasted **UNLESS** the direct mail is professionally planned and produced . . . and direct mail campaigns frequently are handicapped from the start by mistakes that users don't know they are making.

Are YOU sure that YOUR direct mail is protected against costly failure? Is it paying its own way with healthy sales increases? Why not check YOUR direct mail operation against what DMCP offers.

WRITE TODAY for your copy of "DMCP Associates." You will agree that it was well worth writing for.

WHAT IS DMCP?

DMCP is a group of direct mail companies, specializing in creating and producing direct mail to solve specific sales problems. It creates and produces more than \$10 million of direct mail annually. It is staffed with experienced direct mail people who have an astounding success record.

DMCP headquarters has a complete library of successful direct mail campaigns for accounts ranging from ant farms to zoological gardens.

WHAT DOES DMCP OFFER?

It offers a service that cannot be duplicated by any company anywhere. Look at these services:

NATIONAL headquarters
NATIONAL list compilation
NATIONAL supervision
NATIONAL creation
NATIONAL library of campaigns

PLUS

LOCAL representation
LOCAL direct mail production
LOCAL control

NO DIRECT MAIL PROGRAM IS TOO LARGE OR TOO SMALL . . . TOO COMPLICATED OR TOO INVOLVED FOR DMCP.

Ask for your copy of "DMCP Associates" . . . it tells what DMCP is . . . what it offers . . . how it can help you increase sales.

VISIT US AT BOOTH 31, DMAA CONVENTION IN MONTREAL. WE'LL BE HAPPY TO DISCUSS YOUR PROGRAM AND ANSWER QUESTIONS!

DMCP

DMCP ASSOCIATES

1814 Jefferson Ave.
Toledo 2, Ohio
CH. 4-8316
TWX TO 372U

Send me a FREE copy of "DMCP Associates"

Name
Title
Company
Address
City State

at 1382 Sutter St., San Francisco 9, Calif. In Chicago, New York, Washington, Miami and Detroit, you can contact Leonard Hicks, Jr. & Associates.



□ WE'VE MENTIONED PREVIOUSLY

how animals have been used at times as hypothetical copywriters. A new twist on this idea has been used by Lucile Boyden, promotion director of Fontana Village Resort in the Great Smoky Mountains, Fontana Dam, N. C. In a 4" x 9", 20-page booklet, Mrs. Boyden has used a mother bear and baby bear to put across the story of the beauties of a vacation in the Smoky Mountains and at Fontana Village. Copy resembles the style of children's storybooks. Line drawings by Edward Dameron helped to make this promotion fascinating. It's a fine change of pace for resort advertising.



□ YOU HAVE HEARD STORIES OF

salesmen who were afraid to ask for an order. Some direct mail planners are hesitant about pushing too hard for an order. Larry Mathany of Foote & Jenks, Jackson, Mich., must have been thinking of some of those stories when he planned his latest mailing piece. Inside the carrying envelope was a pad of 10 3¼" x 5½" business reply cards. Stitched on top of the pad was a yellow cover reading, "Orders . . . We want orders . . . We want lots and lots of orders." Six lines of copy inside emphasized that these cards were to be used when customer was caught short on flavoring supplies. Each card carried an overprint on message side reading "Please rush!"



□ WE WON'T EMBARRASS the culprits . . .

but some printer friends of ours recently made a boner on an announcement they mailed telling about the opening of their remodeled building and a different entrance. The designer of this good-looking printed piece completely forgot to include in the copy the city in which the building is located. We discovered the location by a close examination of the indistinct lettering on the pre-canceled stamp used for the mailing. It's a good idea to include your full name, address, city and telephone number on every piece of printed matter.



□ SOMETIME BACK we mentioned

Irving Hexter's report to customers and friends when he toured India. We suggested that more businessmen should do likewise. That is exactly what Joe Kesslinger did on his return from a European tour. Devoted an entire issue of his monthly house magazine, Back Talk, to fascinating descriptions of what hap-

pened in Rome, Switzerland, France, England and Ireland. Joe, in case you don't know, is head of his successful advertising agency at 37 Saybrook Place, Newark 2, N. J.



□ WE LIKE the mailings now being

used by Melody Master Mfg. Co., 2842-A N. Cicero Ave., Chicago 41, Ill., to sell their Melody Master Auditory Training Units for schools and classrooms. The equipment is used to train the deaf and hard of hearing so they can



hear and speak. The Melody people are using photographic post cards. Only ones we've seen in the current crop of direct mail. It's surprising how much information can be put across on a photographic post card. One card shows an actual classroom scene, with teacher handling eight students. Large captions tell the story. On address side, every square inch of available space is used for the selling copy. We hope this simple campaign is working.



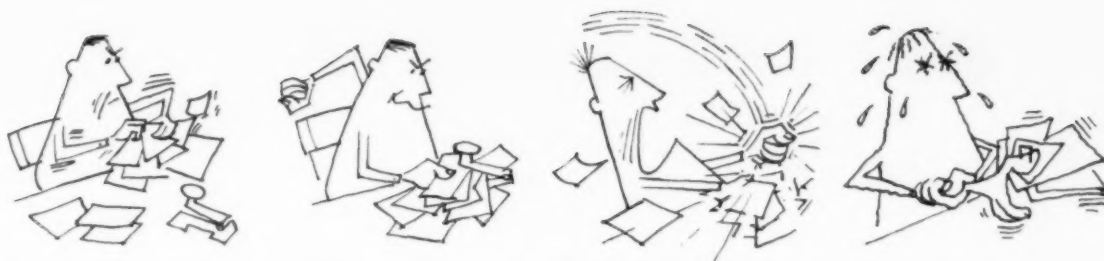
□ A SALUTE IS DUE to the Fraser

Paper Co. of Madawaska, Maine, for compiling, producing and distributing the 64-page, spiral-bound manual titled "Graphic Arts Progress for 1959." In this manual the company has presented, with the assistance of a screening committee of five experts, the outstanding articles of the past year which have appeared in graphic arts and advertising trade press. The manual in reality is a textbook of up-to-date graphic arts production methods. We understand it is available to the trade through the sales offices in New York and Chicago, and also through local paper merchants.



□ MISSING HEIRS was the subject of a

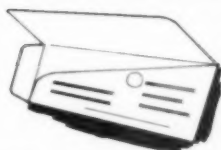
recent mailing from Union Bag-Camp Paper Corp., 233 Broadway, New York 7, N. Y. Cover on piece asked, "Are You an Heir?" Tucked into a die-cut slot in a mailbox was a list of a hundred or so names of missing heirs. Inside copy explained that according to official counts more than 3½ million people in the United States have money coming to them and don't know it. Over \$4 billion worth. Copy gave a few case histories of people discovering inheritances from relatives never seen . . . tax refunds . . .



You spend much of your time taking care of pieces of paper . . .

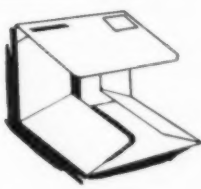
Use paper to better advantage. In the conduct of your daily business, envelopes designed specifically for your needs can work for you—in many ways. Cupples-Hesse's creative design department activates envelopes . . . illustrates them . . . prints them . . . puts them to work. Take a minute to read how . . .

Cupples-Hesse created 6 NEW ACTION ENVELOPES TO SOLVE 6 SPECIFIC PROBLEMS



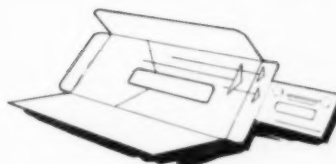
● BANKER'S CHOICE

Drive-in deposit envelope with 2 handy pockets . . . one for coins, one for deposit slips, checks or currency. Envelope designed to hold everything inside securely.



● 1, 2, 3, . . . SOLD!

A triple-threat envelope that is a sales letter, order blank, and reply envelope all in one.



● "YOUR CARD, SIR"

Your credit card, membership card or an invitation . . . can be built right into your envelope . . . perforated for detachment.



● SPEEDY INSURANCE JACKET

Policy inserted mechanically to save time. Name on policy shows thru jacket and outer envelope. No chance for mailing policy to wrong person.



● PUNCH CARD SYSTEMS ENVELOPE

A major appliance manufacturer tapes it to products near start of assembly line. 5 enclosed cards, removed in sequence for computer machine analysis, keep a running record of production, inventory, shipment and distributor sales.



● FUND RAISER

This blank-check-reply envelope is new for charity appeals. Contributor fills out perforated check, tears it off and inserts it in return envelope. No time lag for forgetting.

CUPPLES-HESSE designs, illustrates and prints millions of stock and custom-made envelopes, letterheads and tags.



CUPPLES-HESSE CORPORATION
ST. LOUIS • DETROIT • DES MOINES

Call your local representative for information. Consult yellow pages under "Envelopes" or "Tags".

unredeemed insurance policies, etc. Copy naturally led into undiscovered economies from using Multiwall Bags. Case histories to prove it. Well done.

☐ **PUBLIC RELATIONS EXPERTS** are listed in the new directory published by the Public Relations Society of America, Inc., 375 Park Ave., New York 22, N. Y. The directory lists more than 3,000 qualified men and women who are actively engaged in public relations work for business, industry, trade associations, counseling firms, health and welfare organizations, as well as governmental agencies and educational institutions. Names are cross-referenced alphabetically, geographically and organizationally. The cost is \$35 per copy (plus New York sales tax where applicable).

☐ **A REAL ESTATE PROMOTION** of Taconic Shores in Copake, N. Y. caught the eye of some Reporter subscribers. In a well-written letter from R. M. Nolan, advertising manager, there was enclosed a check to the addressee for five dollars. The check was unsigned, but letter explains how it can be cashed. All the recipient had to do was to drive to Taconic Shores and see the property. It is located about 125 miles north of New York. There were no other strings at-

tached to the offer. On arrival at Taconic Shores, a representative would sign the check immediately whether a purchase was made or not. Seems to be a fairly inexpensive way of getting prospects to visit the property.

☐ **NINE BASIC GUIDES** for preparing visual aids are contained in a handy 16-page booklet offered free of charge by Admaster Prints, Inc., 1168 Sixth Ave., New York 36, N. Y. Title: "Practical Specifications for Visual Aids." In addition to "A 12-Point Checklist for the Visualizer," there are special how-to guides covering: maximum visibility of chart color combinations, letter-size—readability ratio, screen width—audience size formula plus format specifications and standards for 35mm standard, 2 1/4 x 2 1/4 super and 3 1/4 x 4 inch lantern slides as well as 5x5, 7x7 and 10x10 inch slides for overhead projectors.

☐ **UPDATE YOUR PRINTED ADVERTISING** is the title of an article which appeared in the May 1959 issue of Torch, the superlative magazine of The Milwaukee Advertising Club. It was written by Ray Dennis and Joe Schoeninger of the E. F. Schmidt Co., 3420 W. Capitol Drive, Milwaukee 16, Wis. Reprints of that article along with illustrations are

now available and well worth having in your idea file. Joe Schoeninger, you may remember, is the editor of the house magazine we've mentioned often in the past . . . Reflections.

☐ **FOR THE FIRST TIME**, office equipment manufacturers are sponsoring a business show . . . The Business Equipment Exposition, National Guard Armory, Washington, D. C., September 23, 24 and 25. Modern machines and equipment will be on display. The latest tools and methods for saving time and cutting costs will be featured, with thousands of new ideas. Readers in the Washington area should plan to attend.

☐ **WORTH SEEING:** Between September 1 through October 30 there will be an exhibit of more than 2,500 annual reports at The Library of Ideas, maintained by Mead Papers, Inc., located at 230 Park Ave., New York 17, N. Y. Exhibit will be open from 9 A.M. to 5:30 P.M. each working day. This will give you a chance to see what the big, the medium and the small companies are doing in communicating with their stockholders. The annual reports in this exhibit represent every company listed on the New York and American stock exchanges, as well as many others.

LETTER-GRAM

The jet age business form that is unconditionally guaranteed to

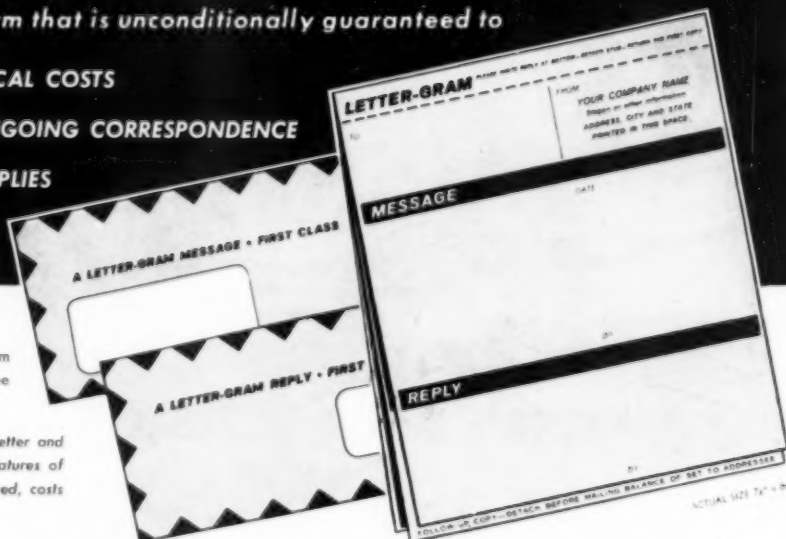
- ✓ REDUCE YOUR CLERICAL COSTS
- ✓ SPEED UP YOUR OUTGOING CORRESPONDENCE
- ✓ RESULT IN FASTER REPLIES

or your money back!

Each LETTER-GRAM set consists of:

1. A 3-part Letter-Gram snap-out form
2. A special window outgoing envelope
3. A special window reply envelope

LETTER-GRAM is a cross between the letter and the telegram. It combines the best features of both; but when total costs are considered, costs less than either.



Write for your free sample set today!

THE LETTER-GRAM CO. • 4750 CHESTNUT ST. • PHILADELPHIA 39, PA.

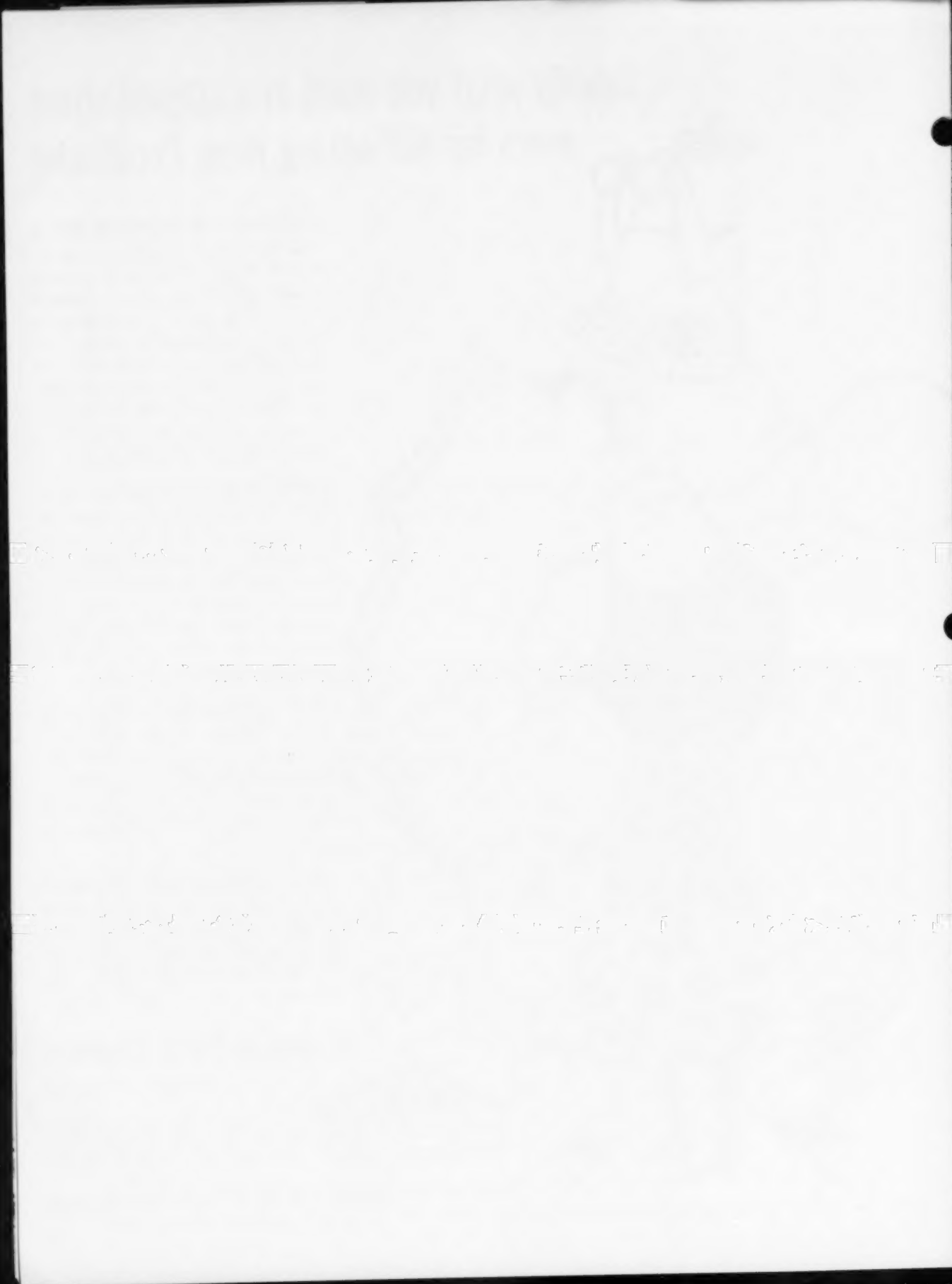
CALL YOUR PENINSULAR MERCHANT
and see his "Grey Book" of over 1000
samples of Peninsular's custom pro-
duction talent. Just tell him about the
special job you are planning . . . and
consider your paper problem solved.

YPSILANTI, MICHIGAN



TUSCAN COVER • ECONOMY COVER • ORKID COVER
• DUPLEX COVER • BERMUDA DUPLEX • ZAMORA
COVER • PAB COVER • TWIN TONE COVER • WOLVERINE
COVER • ANGELO TEXT • SNOWEAVE COVER AND TEXT

When you want perfection, call your Peninsular Paper Merchant



Fouls up my department every time!



Does a mailing bring on a crisis in your company? With secretaries and bookkeepers drafted to fold and stuff letters into envelopes—while office schedules are shot, work falls behind, overtime piles up, and department heads gripe? . . . Then the new Pitney-Bowes Model 3300-FH will be good news for you!

The 3300-FH is a small, low-cost, combined folding and inserting machine—that can fold and stuff into envelopes 500 single sheets in eight minutes. Additional enclosures are made by more runs through the machine.

The 3300-FH was designed for the small office. It handles letters, invoices, statements, leaflets, cards, even stapled sheets. It can be set without tools in less

than a minute and operated by anybody. The inserting unit may be used alone, or with any PB folding machine.

It speeds up mailings, cuts their cost, prevents disruption of office schedules. It is a great convenience, and a real economy in any office—even if used only a few times a year.

The nearest Pitney-Bowes office will be glad to give you all the details. Or send for free illustrated booklet and case studies.



The larger Model 3110 Inserting Machine, with up to six stations, stuffs as many as six enclosures at speeds up to 6,000 an hour. And can be attached to a PB postage meter mailing machine.



PITNEY-BOWES Folding & Inserting Machines

Made by the originator of the postage meter . . .
121 offices in the U.S. and Canada, with nationwide service coast to coast.

PITNEY-BOWES, INC.
5765 Crosby St., Stamford, Conn.

Send free illustrated booklet and "case studies" on PB Folding and Inserting Machines

Name _____

Address _____

MAIN STREET

And How To Find Your Way Back

by

JEAN WADE RINDLAUB, Vice President Batten, Barton, Durstine & Osborn, Inc.



I WANT TO SHOW you a picture. It isn't a very good picture. Wouldn't take a prize in a photographic competition. Wouldn't be picked to win a homes and gardens contest. Wouldn't be sent to Russia as a typical American house. It's just a picture of a little white house.

But there isn't a man or a woman who couldn't tell you a good bit about that house just from looking at it.

Go inside, why don't you? You'd understand the rugs on the floor with the throw rugs covering up the worn spots—or the place where a puppy lingered too long. You'd know why the sofa sags. You'd feel at home in those well worn chairs. There'll be plants on a plant stand or a window sill. Ferns, maybe. Or African violets. A weekly newspaper and a magazine or two on the table. Wedding gift candlesticks. An Almanac, a library book. Church envelopes in a box on the sideboard. A baby in a hand-me-down high chair. A ragged doll on the floor. And a pile of wash waiting to be washed or folded or mended on a chair in the kitchen.

Okay. Paint your own picture. Thing is—you know that house. You've seen it somewhere. You know it has its big moments—the day the new baby comes home from the hospital, the birth of a kitten, four A's on a report card, a Boy Scout award, a new job, a new car, a new stove or TV. A little more money in the old pay envelope, a visit from the folks. Or just the first lilac or the first robin or a red sunset or a cold watermelon of an evening or a fresh cake and a pitcher of lemonade.

You know it has its bad days. The nights the lights burn late and you hear a baby's choking cough. The night the boy down the street wraps his car around a tree. A layoff. A sudden illness. A frightening accident. Bad news from the old folks. A quarrel with a neighbor. The girl who didn't get invited to the prom.

You know these things. You could make your own list. And you know, too, deep within you, about the quiet nights when a tired woman and a weary man turn to each other in the absolute certainty that in this house and under this roof, with the stars shining down and the children asleep and the cat put out and the clock wound up and the note to the milkman and the money put aside for taxes—right there is all that little bit of heaven on earth that one man and one woman have any right to deserve or expect.

You know these things. They are a part of you. A far deeper part than dinner at 21 or a night in the Pump Room.

How do you know so much about that little white house? Because it's MAIN STREET. And Main Street isn't so far from any one of us as we pretend.

There are a lot of ways to talk about Main Street. You could do it the Sociological way . . . about the changing world of Main Street. You've seen your own small town, whatever it was, grow from one country club to four country clubs and a couple of extra golf courses for the guys who pay as they go. You've seen people who once were proud to own a car now brag casually about the boat. You've watched the town with one women's club add another and another and another—and even a Garden Club for men. You've seen a greatly increased membership—in just about everything—Churches, Bridge Clubs, Bowling Leagues, Elks, Kiwanis, Lions, Masons—we're jiner-uppers on Main Street.

You've seen big business move in and bring new sets of symbols. You've seen the home town boys and girls go away to school and to war and to work and young-marrieds from other towns come to your town. It's a changing world.

Togetherness In Curl Papers

You could write it another way. By statistics. You could look ahead to what economist Murray Shields, writing in U.S. News, recently called an UPROARIOUS DECADE—with an industrial production index going from its present 147 to 200, with gross national product—or the money we all help to spend—growing to a staggering \$810 billion, a rise of 46%. You could predict, as he predicted, that income per family now almost \$7,000 a year will be \$9,000 or so by the end of the decade and that the labor force will rise from 71 to 78 million and that there'll be more automobiles, and more housing starts, and I hope more housing finishes, and more plants and equipment, and more babies, and more schools, and more education, and more marriages, and more technology, and more electronics, and more plastics, and more banks, and more utilities, and more drugs, and more labor-saving equipment, and more convenience foods, and more mass produced high style furnishings and more clothes. And more life insurance and more mutual funds and more, fantastically more, consumer credit. Okay, you could write this. I couldn't write it. I don't even know if I believe it.

But this I know. That whatever there is more of or less of, somebody is going to have to tell people about it.

And if there are more people to tell things to and more things to tell them about, that sounds like more work and more worry for you and for me.

That's why I think you are reading this. I think you are with me here, whether you know it or not, to take a refresher course in PEOPLE. To remind yourself that markets are PEOPLE and people are MARKETS. And that one of the ways to be ready for an Uproarious Decade or a Troublesome Decade or even the day after tomorrow is to freshen up your own particular ways of keeping in touch with people. That's what I want to write about . . . HOW TO FIND YOUR WAY BACK TO MAIN STREET.

One way to do it, I thought when I started, was to tell you how much we know about Main Street where I live. I sometimes think Madison Avenue has earned the right to be called the heartland of America. For we know a lot more about Main Street than the people who live on it.

We know little things—like how many people eat breakfast, lunch, and dinner and how many called it breakfast, dinner, and supper, and how many of the breakfast, lunch, and dinner crowd reverse the process on Sunday and about that "extra status" group who have breakfast, lunch, and dinner and then add supper, too, along about nine. Little things like the amazing facts that half a dozen of our biggest food manufacturers have been paying a million dollars or so to find out from a giant machine these days.

Some of the facts that machine, owned by M.R.C.A.,* has been spouting forth are still top secret. But it isn't any secret that they've found out that the good old American family meal that we used to think of as dinner is BREAKFAST NOW—more families are at home together for breakfast than any other meal of the day. TOGETHERNESS in curl papers. But even at breakfast some 4% of the "males under six" manage to eat away from home. I've been doing a little wondering about that. I entertained a male under six, quite a lot under six, for breakfast recently and I don't honestly see how the mothers of America are able to get rid of even 4% of them!

The machine found out, and will tell you at the drop of an expensive hat, that the kitchen is the great American meeting place. Eight out of ten people eat breakfast

in the kitchen. And 7½ out of 10 people eat lunch in the kitchen. And almost 7 out of 10 people eat dinner in the kitchen. That's Main Street for you.

And when they have company—and they do have company, all the time—the company eats in the kitchen.

And while it's true that most people eat breakfast from 6:30 to 8:30 in the morning, it is equally and somewhat remarkably true that every hour of the 24, somebody somewhere is having breakfast. And while it is true that almost three people, on an average, are at home to eat at noon, it is even more remarkably true that in 42% of America's homes, almost one in two, someone is carrying a lunch at least every other day. That's a lot of lunches. And while it is true that 20% of the lunch carriers are children under 13 and 11% are teen-agers, it is also and somewhat surprisingly true that 15% of the lunches are carried by working women and 54% of the lunches are carried by working men.

Even A Sober Face Makes a Baby Smile

The machine found out a lot of other things about Main Street—like how much time a woman spends in the kitchen. She takes 29 minutes, on an average, to get breakfast, or so she says. But some women swear they spend a couple of hours in the process. She takes 48 minutes, on an average, to get lunch—but a lot of women say it takes them from 2 to 3 hours. She takes one hour, on an average, to get dinner. But dinner has an even bigger group who say they spend 3 hours on the job. Well, you see what I mean—one way and another, we find out quite a lot about Main Street on Madison Avenue.

Recent surveys in our own BBDO, for instance, have come up with a number of odd little facts. Like one that says people are eating while they watch TV—eating from coffee tables and the tops of the TV set and trays on laps and plates on floors. And that people are eating not cold snacks but hot foods, too, while they watch TV. And that the age of the people who watch TV while they eat is as young as 3 months and as old as 88. Which gives you quite a range. Or an odd little fact that popped up recently when some of our people were finding out whether



REPORTER'S NOTE: Two women stole the show at the 55th Annual Convention of The Advertising Federation of America in Minneapolis this past June. Oddly enough, both are vice presidents and both are with advertising agencies. Beatrice Adams, vp of Gardner Advertising Company, St. Louis was the first lady heard. She brought the house down with her delightful talk "Surprise Me." The second, and by no means least, to tame her audience was (Mrs.) Jean Wade Rindlaub. Her powerful, documented plea to get back to grass roots language and presentation was a real inspiration. It wasn't a talk about direct mail particularly, but about people . . . what they think, what they want, what they dream about. It's appropriate to begin this September Issue feature section with this highly inspirational message, for Communication is the theme of DMAA's Montreal Convention (September 13-16, 1959) and communication was the root of Mrs. Rindlaub's AFA bell-ringer. As a Director and VP of BBDO in New York, she is creative supervisor on major food accounts — Campbell's Soup, Betty Crocker Mixes, United Fruit Bananas; is active on all phases of BBDO creative work addressed to women. She has been a director of The Fashion Group and of Advertising Women of New York, and in 1951 was designated "Advertising Woman of the Year" . . . for outstanding progress through many phases of advertising, astute use of words, encouragement and practical assistance to countless young people in the field. In personal life, Jean Wade is Mrs. Willard W. Rindlaub.



they know any big words on Main Street. They found out that two in four of the men and women they talked to knew instantly and correctly the meaning of PEDIATRICS—but only one in four or less could tell you the meaning of GERIATRICS. Which sort of puts the accent on youth on Main Street.

Lots of people are working at this peering in at Main Street business. Took a research psychologist to find out what any mother could tell you—that Dr. Freud was wrong. Babies do not live to eat. Babies, even the tiniest babies, are raptly, warmly excited and delighted by PEOPLE. And in any competition between food and a friendly grown-up face, food loses out. Even a sober face makes a baby smile. But a smiling face makes the baby spark and meet your eyes in a transport of delight. Isn't that nice to know?

A Waffle Iron Under A Hatbox

What famous people would Main Street like to ask to dinner? Dr. Gallup wanted to know. And he found out. Abraham Lincoln. Franklin Roosevelt. And Dwight Eisenhower. Which would be an interesting dinner in anybody's house.

Does Main Street think man's on his way to the moon? They didn't think he'd make it in fifty years, in a '49 Gallup Poll. They think he'll make it in five years now. Main Street is capable of changing its mind.

What's the most important problem facing this country today? asks the Gallup Poll. Keeping peace—that's going down. Dropped 10% in 10 years. Integration—that's about the same. Unemployment—that's about the same. No problems—that's a little more the spirit of the day. Main Street isn't worrying—MUCH. What games does Main Street play? asks another Gallup Poll. Could you guess? No. 1 game is the Crossword Puzzle. Thirty million people have done a Crossword Puzzle or two in the last year. What's the next? You guess. Bridge? Nope. Poker? Nope. Twenty-five million people have played CHECKERS. Twenty-four million people have played BINGO. 24 million more have played POKER. 20 million have played PINOCHE. Only 15 million have played BRIDGE. And almost as many, 14 million, have played MONOPOLY. Six million have played CHARADES. Yet there are people in Connecticut who will tell you "All America drives station wagons. All America plays games after dinner." Only 5 million have played CHESS. 31 million—for all we brag about leisure time—haven't played a single indoor game in a year.

Where do people keep their appliances? We wanted to find out. We found out, all right. One woman keeps her waffle iron on a closet shelf under a hatbox. Another keeps her frying pan in the basement under her husband's filing cabinet.

Why don't women go to horse races? We wanted to find out. We found out, all right. Nobody asks them.

Where do young women go on vacations? We wanted to find out. We found out, all right. Where they can find the most eligible men.

When you love cranberry sauce with turkey and you like cranberry sauce with chicken and you like it with beef and pork and lamb, why don't you like cranberry sauce with liver, we asked a group of taste-testers. We found out. They don't like liver!

Goes on all the time. You can learn a lot by asking questions. But I'm not going to write about that. I'm going to take you back to Main Street.

When I started to think about doing this I had a notion, as you have seen, that we know more about Main Street on Madison Avenue than just about anywhere in the country. Certainly we spend more time and more money finding out. But, I read somewhere recently that every time you're absolutely, completely, utterly certain about something, that's the time to check most carefully—because you could be wrong.

I knew ALL about Main Street. Main Street is where they think Madison Avenue is a den of iniquity—you know, that bad brand image, those people who start the cocktail hour in mid-morning and keep merrily at it until they stagger onto the bar car to go home to Connecticut and sleep with somebody or other's wife. They could tell you about Madison Avenue on Main Street, all right.

So where could I go to check them. I talked to a research man. You always talk to a research man when you start any project on Madison Avenue. And he said, mildly, why not go back to Main Street? Back to the town that the book was about. Why not go to Sauk Centre? So that's what we did . . . sent one of our Minneapolis research people to Main Street for me and for you. She visited that little white house—yes, you guessed it, that little white house is in Sauk Centre. She checked these things I thought I knew.

Where Is Madison Avenue?

That isn't precisely accurate. Fourteen of our twenty people opine they've heard of the street, somewhere. Eight think it's in New York. Three place it in Chicago, sort of just off Cicero where those fancy ladies live. Three think Madison Avenue is in the Twin Cities. Looking around this seems reasonable. And some of our group who have heard of the place haven't a notion where it is.

What kind of people do they think of when they think of Madison Avenue? Well, they don't really think about it. But if you press them—they say: Upper class people. Snobs. Well-to-do people in high society (haven't heard that phrase "high society" for a long time, have you?). "That's where the boxers are," said one man firmly. "Could be thinking of Madison Square Garden." "I suppose some rich ones. Oh, heavens, it's a business area. City people. Fancy people. Just ordinary people like you and like me."

Couldn't be more accurate, you know and I know. Just ordinary people like you and like me work on Madison Avenue, worry on Madison Avenue, grab taxicabs on Madison Avenue, have a drink now and then on Madison Avenue, feel good when the weather's good, feel bad

when the weather's bad—ordinary people like you and like me. Ordinary people like Sauk Centre.

But there's a difference. The difference is that a lot of the people on Madison Avenue and wherever you live are *communicating*, after our fashion, or think we are communicating with Sauk Centre. Are we getting through?

Humor and The Big Book From Ford

Prepare for another shock. They don't pay much attention to advertising in Sauk Centre. Oh, they see it all right—19 out of our twenty people say they usually look through some of the ads when they pick up a magazine. 17 usually look at some of the ads they find in the newspaper. 13 of our 20 say they pay some attention to advertising on TV. They read some of the ads that come in the mail. But mostly they don't think much about it one way or the other.

Oh, if you press them, they'll tell you what they like. They like news. News about new products. They like recipes. They like pictures. Pictures of food. They don't like words much, especially not too many words. They like to catch up on the grocer's specials. They like, they



say, funny ads. Mostly they say comical. "Those comical animals in beer ads"—yes, what you call commercials, they call ads. They like "those comical cartoons on TV." They like the singing and the music. But mostly they admit "I don't pay much attention." Or "I head for the kitchen when the ads come on. Gives me a chance to catch up on odd jobs."

What kind of ads do they dislike? Here they are not so vague. "We don't like scientific things about the way your insides work. Or engineering things. Or car and machinery and farm things. Or liquor and cigarette ads. Or high pressure falsehoods. Or the ridiculous claims in some soap commercials. Or "I don't like the naked women. And I don't like too much kissing. It spoils the program to have undressed women." I don't know what programs she's been watching. "I'm tired of watching service ads—about men in the service." Wonder when she quit watching. "I don't like ads that come three in a row. It isn't fair to the guy who's watching."

We asked questions about how they feel about advertising. Pretty fair on the whole. Most of them think that advertising is *helpful*, slightly less think advertising is

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HOW PENNZOIL HELPS CAR DEALERS

PROMOTE LOCAL BUSINESS

By Fred L. Williams,
Western Sales Promotion and Advertising Manager
The Pennzoil Company



REPORTER'S NOTE: I visited Fred Williams during a June trip to Los Angeles and was more than impressed with his whole program of helping car dealers sell more service. His copy, art and production plant was really something to see . . . all headquartered at 1630 West Olympic Boulevard, Los Angeles 15, California. So I imposed on Fred to set pen to paper and tell all. In addition to his role as Western SPM of The Pennzoil Company, he is active in the Mail Advertising Club of Los Angeles and is Western Vice President of DMAA. . . . PH

WHEN you think that we use over 20,000,000 postcards every year, I guess you'd say we like postcards! And I guess you wouldn't be far wrong. Although we aren't hipped on the format entirely, this seems to be what our dealers like to send out to their customers and prospects. The reason is simple. Jumbo postcards seem to work better in terms of sales made and dollars spent.

It might be easier for you to understand our program if I spelled out what The Pennzoil Company of California is, and what our sales objectives are. We're the largest marketers of Pennsylvania Oil in the West. We sell motor oil and lubricants in the eleven Western states and the Orient.

In California, Washington and Oregon, over 100 Pennzoil salesmen call on service stations, new and used car dealers. In the other eight states these sales calls are handled by distributors . . . about 15 of them.

Our sales objective is, quite naturally, to sell oil. But we believe very deeply that we must do more than take orders. Anybody can do that. So our sales organization is oriented to service. Long ago we decided the best way to win and keep our car dealer customers was to help them better their business.

If we could show new car dealers how to sell more cars, how to sell more gas, how to sell more service, how to keep customers coming back regularly for car maintenance, how to reach prospects, how to make customers out of prospects, how to keep busy at a profit . . . we would have their attention, friendship and business.

It's a simple philosophy and I'm often surprised that more companies with salesmen and distributors don't

take the time and trouble to put this big idea to work. And I don't mean lip service. I mean the whole package, wrapped up with a nice red ribbon. That's what we do. Go all the way.

Pennzoil's direct-mail-for-dealers program has grown so extensive that it's been necessary to establish our own copy and art department, and we operate a complete, air conditioned print shop. It's a letterpress plant for imprinting millions of 4-color cards we buy from H. S. Crocker Company, San Francisco and for printing the cards our creative department writes and designs.

Out of this shop go cards for car dealers in all eleven states. We have some dealers who mail (bulk rate) as many as 70,000 a month. There are lots of dealers who mail as few as 500 a month. Big or small, we handle them all. Makes no difference. The important thing is to somehow encourage constant steady contact with a dealer's car-owning customers and prospects.

Experience has taught us that dealer direct mail is a percentage business in bringing car owners in for service. The greater the number of cards he puts in the mail, the greater his customer-labor revenue. The best efforts prove that a card a month is best; six cards a year is better than none.

If a dealer is serious about building his customer-labor volume, five or less cards per year won't do the trick. Our salesmen and district managers frankly advise that a consistent long range program is the only thing that works.

We offer all kinds of postcards—anything from picture postcards to poster-like jumbo cards (8 1/8" x 5 1/4"). All jumbos are round cornered for we've found they mail bet-

be warm-weather safe
during the rainy season!

TWO SAFETY SPECIALS

BRAKE RELINE

Includes lining and labor. Tax on parts, extra
\$19⁹⁰ All Champions **\$21⁹⁰** All Commanders

COMPLETE FRONT-END CHECK

Get the most out of your tires. We will align, tighten and check front end.

give your car new life!

STUDEBAKER MOTOR OVERHAUL

INCLUDES

Install piston rings
Expand pistons
New connecting rod bearings
Replace valves
Recondition valve seats
Remove cylinder ridge and clean carbon

Check connecting rod alignment
Replace gaskets
Minor tune-up
5 quarts Pennzoil Motor Oil
Chassis lubrication
Flush cooling system

6-CYLINDER CARS

ONLY \$89⁴⁵

V-8 CYLINDER CARS

ONLY \$159⁴⁵

Prices plus tax on material. Budget terms can be arranged.
ENJOY THE FINE SERVICE YOUR STUDEBAKER DESERVES

Bob Wondries Motors

Just 3 blocks West of Atlantic. Authorized Studebaker Dealer
Main Street, Alhambra, Calif. AT 2-8406, CU 3-3136

time to recondition your engine for fall...

MAJOR MOTOR TUNE SPECIAL

BIG PAYOFF IN POWER, ECONOMY AND FAST STARTS

1. Clean and calibrate carburetor, replace new parts
2. Replace distributor points and condenser
3. Set vacuum modifier and governor advance
4. Adjust valve tappets on V-8's
5. Clean and set spark plugs
6. Check compression
7. Tighten cylinder heads & manifold
8. Adjust fan belt
9. Check and tighten all hoses and connections

All 6's **\$1740**

Includes all parts and labor except plugs and wiring. 4-barrel carbs: \$3.00 extra

All V-8's **\$2390**

We're Paint and Metal Specialists. Enjoy the convenience of our complete body repair facilities, and our expert staff who can make your car look new again. No job too large or too small, and estimates are free. We've a full selection of factory colors from which to choose, and for ideal matching call Gene Howard.

Bob Wondries Motors

Just three blocks West of Atlantic
1333 West Main Street, Alhambra, Calif. AT 2-8406

MOST POPULAR FORMAT among dealers is round-cornered jumbo cards. They provide large area for billboarding of message. And they work. Bob Wondries Motors gets good results. Card A: 4,450 mailed, 28 cards brought in for \$1,260 of service. Card B: 4,884 mailed, 27 came in for \$3,974 of service. Card C: 4,880 mailed, 43 came in for \$1,922 of service. Wondries uses cards to promote new car sales; finds Christmas specials do well despite fact that most businesses claim December is a time to stay out of the mails.

'59

LARK

BY STUDEBAKER

SMART • SENSIBLE • SPIRITED

The Lark is three feet shorter than bulky "box" designs and styling will set a new pace for sophistication. The Lark delivers miles of smiles in a host of gas, carries six in comfortable comfort. Remember, the Lark is not too big, not too small... but just right. See it now at

Bob Wondries Motors

Just three blocks West of Atlantic. Studebaker Special 15
1333 W. Main St., Alhambra, Calif. AT 2-8406, CU 3-3136

our holiday package for you! MOTOR TUNE SPECIAL

- Includes all parts and labor except spark plugs and ignition wiring
1. Clean and calibrate carburetor
 2. Replace distributor points and condenser
 3. Set vacuum modifier and governor advance
 4. Adjust valve tappets on V-8's
 5. Clean and set spark plugs
 6. Check compression
 7. Tighten cylinder heads and manifold
 8. Adjust fan belt
 9. Check, tighten all hoses and connections

All 6's

\$1740

Commander & President V-8's complete

\$2390

4-barrel carburetor
\$3.00 extra

Please Bring This Card

FREE

CHASSIS LUBRICATION
with this special

SEE OUR PENNDSOL WITH IT

Bob Wondries Motors

YOUR STUDEBAKER DEALER

1333 West Main Street, Alhambra, Calif. AT 2-8406

America's new favorite!

IT'S THE **LARK**

Bespoke its name in many a way. The Lark is America's answer to foreign car economy and maneuverability. Superb gasoline mileage and practical size make the Lark the ideal car for Los Angeles congested traffic situations. The Lark sings a happy song for budgeteer... the price is distinctively low. For your particular need, there's a choice of models, plus exciting colors and interiors.

we invite you to
SEE IT NOW!

PLEASE HURRY! JUNE BOX JURY 9:00 P.M. FRIDAY, KTV CHANNEL 11



Four color postcards like this are part of Pennzoil's direct mail package for car dealers. While the larger, plain jumbo cards are more popular, many dealers use these as reminders for special service. Some dealers offer 13 $\frac{1}{2}$ " and 10 $\frac{1}{2}$ " full color reproductions free with any service order

ter with little mutilation. As a matter of record, the dealer can have letters, brochures, envelope stuffers or broadsides if he wants them, but experience has proven the jumbo out-pulls anything else.

Copy for cards is simple. We promote pleasure driving with a minimum of trouble. There is always a specific offer at a special package price. And there's usually a 30-day limit on the offer and a request that the car owner bring the card with him.

Postcards Sell \$20,000 Of Service Per Month

This way, the dealer knows what his response is. Dealer personnel are checked out to circle repair orders and a girl in the office audits the results. She tallies figures on numbers of returns, total business done and average amount taken in per card brought in.

It's not unusual for a dealer to receive 45 returns from a 5000 mailing and book in excess of \$3000 in parts and labor. The 5000 cards in the mail cost about \$45. per thousand, or about \$225.

Many dealers get some extra mileage from their service-special jumbos,

by putting an additional message on the address side. They use space on left side of card to promote new car sales. This works too.

One of the dealers to whom we point with pride is Bob Wondries Motors, a Studebaker dealer, at 1333 W. Main Street, Alhambra, California. This dealership has used our direct mail almost exclusively for several years. Bob Wondries will be celebrating his 10th year in business September 1st. Service department advertising has been done via our mailers. We have averaged eight mailers per year and during this period of time, this dealership has increased from \$3,800 per month in parts and labor sales to over \$20,000 per month, each month, this year.

Automotive Lists Work Best

Well . . . this is our story. One thing more, though. Concerns lists. The best planned direct mail is not going to function unless the list is accurate and dependable. We make every effort to control the mailing of the cards. In California, we are fortunate to have available through a local list house, IBM lists which are corrected daily by the Department

of Motor Vehicles. In recent months, a 3 $\frac{1}{2}$ % per month turnover of names has been the rule. By using these lists we assure accuracy and in the case where the dealer uses his own list, we make every effort to see that these lists are corrected annually.

Salesmen Have Real Reason For Call

Using automotive lists gives us an opportunity to select names by make of car. For a Ford dealer, we can select all Ford owners in his locale, or former Ford owners, or owners of other cars by type of car. This is a most important part of our program, obviously.

As I said in launching this story, this kind of direct mail advertising is one of the most valuable pieces of sales promotion we have. It's been a terrific thing for building friendship with dealers among our salesmen. It's given our salesmen a real reason for making calls and building those friendships.

We let the postman build our dealers' business and the dealers have been repaying us by making Pennzoil the popular motor oil in the West.

REPORTER'S NOTE: We met with Bill Payson after we had received his story. Wanted to meet the man behind the finely tooled direct mail efforts of Bruce Payne. Bill turned out to be the clear, disciplined kind of thinker his campaigns reflect. Perfection and persistence are his trademarks. And he thoroughly enjoys the precision direct mail offers in reaching the right group of people with the right message at precisely the proper moment. Small wonder, for his first direct mail campaign landed him his first job. After a stint in the Marine Corps, and while at Princeton (Magna Cum Laude-Class of '46), Bill decided he wanted a career in transportation. Wrote letters to steamship companies promising that if he was given a summer job, he would major in transportation at his own expense and join the company full time upon graduation. A major line grabbed him and he started his career as a stevedore, worked into sales and performed some unusual feats. In 1957 he joined BP, 600 Fifth Avenue, New York, N. Y. In August he was elected an officer and Vice President of Bruce Payne. He's a native New Yorker (1923), has three sons, a daughter, a boat, and a home in Green Farms, Connecticut.



THE POWER OF DIRECT MAIL IN A SERVICE PROFESSION

by William S. Payson, Vice President, Director of Creative Services,
Bruce Payne & Associates

THE PROBLEM: How do you sell a high-cost professional service to a limited prospect list consisting of no more than 10,000 top-level executives in major U.S. corporations?

Bruce Payne & Associates, a management consultant firm with services ranging from Corporate Planning and Management Engineering to Marketing and International Consulting, devoted a \$250,000 advertising budget to solving this problem. For five years, better than \$50,000 annually went into paid space in various publications aimed at top-corporation management. The results: Not one new client or assignment was developed from this high-cost promotion.

In 1958, we at Bruce Payne & Associates switched strategy: We apportioned half the previous advertising budget to a direct mail campaign. Within one year, at a cost under \$25,000 Bruce Payne & Associates had developed four major accounts directly traceable to this promotional mail effort.

There are five broad BP&A services which we promote through mailings: Corporate Planning, Management Engineering, Marketing, International

Consulting and General Services. We attempt to reach our market for these services on a regular basis every six to eight weeks, and we use mailing pieces deliberately designed to be as difficult as possible to throw away.

Here are some of the specific results that came from the direct mail campaign:

1. As a result of our mailings on corporate planning services we have received innumerable letters asking for extra copies and complimenting us on our originality. The Vice President, Production Planning, for one of the largest steel companies added: "If you have any other mailings, would appreciate if you would send them along." Every one of these letters is a passport to a personal interview whenever we consider the timing right. In addition, we have obtained major planning assignments from 1) a 200 million dollar chemical company; 2) a major paper manufacturer; 3) an aggressive and fast-moving company in the food products field. Any one of these accounts is worth more than our

entire direct mail budget on ALL subjects for a whole year.

2. Entirely because he liked the creative imagination demonstrated in our "Yorktown" mailing piece, the Treasurer of a major U.S. chemical company insisted that BP&A be included in the consultant group from which his company would select planning counsel. His stated reason: "If this same type of creativity is applied in BP&A's consulting work, I want to talk to them."

We are by no means alone, or even pioneers, in the creation of exceptionally high caliber direct mail. Nicholas Samstag's D/M for *FOR-TUNE*; Sam Wasserman of Hickey Murphy Division of James Gray in his campaigns for Glatfelter Paper Company and Otis Elevator, for instance; the exceptionally intriguing pieces in the Area Development Campaign of Virginia Electric and Power Company . . . are all examples of promotional material which any man must stand up and applaud.

3. Seeing one of our promotional pieces, an executive of a major insurance brokerage firm asked if

we could help his company sell insurance service in the same way, on a low-cost budget. They had discovered that low budgets could not attract top creative talent in advertising agencies, and our per-diem type of billing arrangement appealed to them. Using as a common denominator our lists of key decision-making executives—the same man who buys major management consulting, for instance, is likely to control or influence many high-ticket items: major equipment, corporate insurance, plant location and construction, financial borrowings, acquisition, etc.—we have developed a campaign built around the two principles basic to our own direct mail philosophy:

A. Hook your message on to a subject of sure-fire interest to your prospect in such a way

that his interest and your product become inseparable, and

B. Produce every piece with professional quality, creativity and ingenuity.

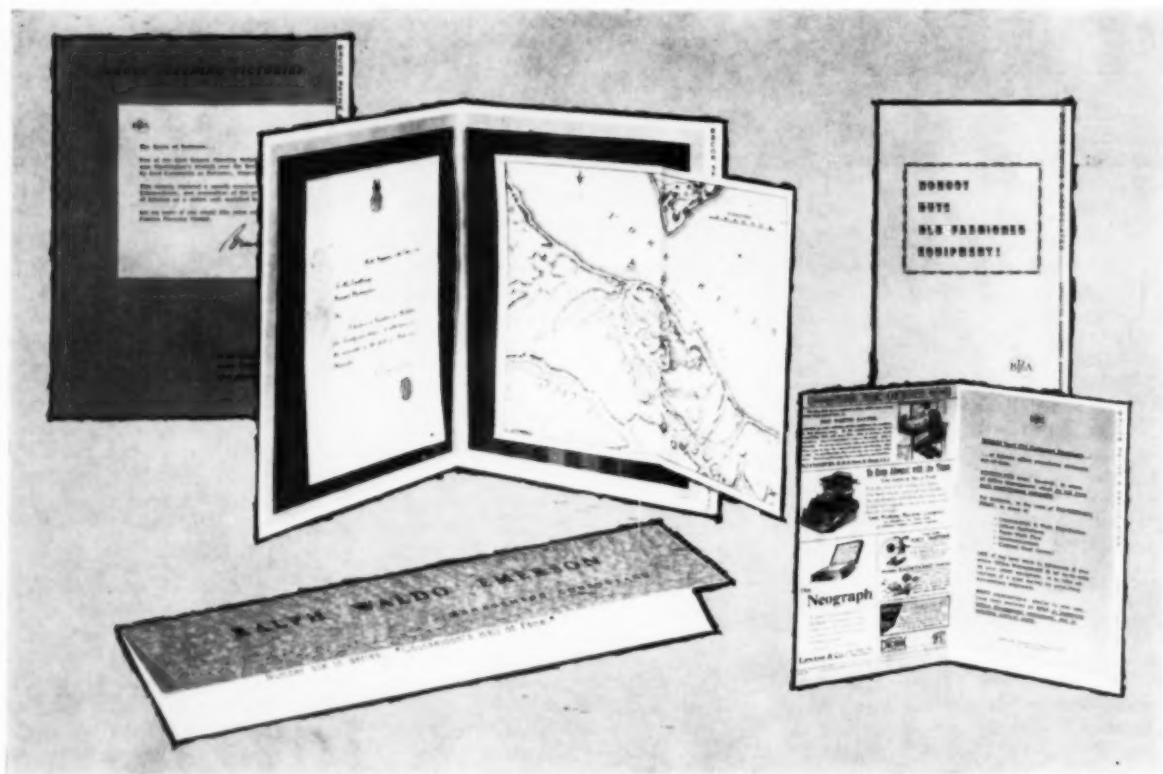
The components of this successful direct mail campaign were three-fold:

1. *A precise and continuously updated series of mailing lists which assured the firm that they were reaching the right decision-making executives with their sales message.*
2. *A direct mail theme keyed to conveying the most effective corporate image for this firm's professional services and designed for both sales impact and memorability.*
3. *Peak professional execution of all the production components involved in a direct mail campaign.*

How to Pinpoint Market

Reaching the right people with a message is half the battle. Even the best thought-out mail piece is ineffective unless the recipients are in a position to act upon the message conveyed. All too often direct mail campaigns flounder on this very stumbling block. It's easy to use professionally-compiled and standardized mailing lists. However, the criteria on which these mailing lists were put together rarely suit the purpose of the sender as well as specially tailored mailing lists.

The problems such mass produced mailing lists present are self-evident. For one thing, the names on these lists usually are chosen according to title rather than individual function within a company. Yet, the same title in one firm may mean totally different responsibilities in another. Furthermore, these lists usually be-



BRUCE PAYNE DIRECT MAIL HAS A UNIQUE LOOK, is full of realism and sticks to central themes. The Famous Planning Victories series is strictly image building. One inquiring prospect commented: "Anybody who can turn out such intelligent promotion ought to be in our planning picture." Bill Payson spares no expense in using tip-ons when talking about maps of famous battles or an ad which ran years ago.



Fisher's direct mail pieces include catalogs, external house organs, bulletins, brochures, and booklets of widely-varying dimensions. All this material is addressed by Scriptomatic.

HOW A TAB CARD SYSTEM CUTS DIRECT MAIL COSTS

By George D. Welch, Advertising Manager
Fisher Scientific Company, Pittsburgh, Pa.

I'd like to tell you about our year-old punch card system. It has streamlined our whole promotion program, has lowered our direct mail costs, and has been a great help in providing information to our sales force. It has permitted us to be more selective in sending out literature, in cutting down wasteful (and sometimes irritating) distribution to people who have no interest in a particular product development.

But I'm getting ahead of myself. Fisher Scientific Company is a manufacturer and distributor of laboratory chemicals, equipment. Our customers and prospects are spread all over the world and include industrial firms, consultants, research organizations, hospitals and universities. Covering the United States and Canada are 60 salesmen who work out of 12 district sales offices.

Our big problem, and the reason

we looked into a keypunch card system, was organization of a tremendous amount of literature, describing approximately 15,000 apparatus and 7000 chemical products. What complicated our procedures was the cumbersome job of getting the right literature to the right people in a wide variety of companies without waste. We're sort of the Sears Roebuck of the science and chemical business.

Well . . . our explorations into systems led us to pick a Scriptomatic-IBM combination. Our accounting department was already on IBM, so actually our department had only to decide on the addressing medium. We picked Scriptomatic and worked out an arrangement with accounting to "rent" service from them. Costs

REPORTER'S NOTE: George Welch is Advertising Manager, Fisher Scientific Co., America's largest manufacturer-distributor of scientific instruments and laboratory supplies. Prior to his work in advertising, Mr. Welch served as Technical Assistant to the President of Fisher Scientific, and earlier as Assistant to the Vice President for Production and Development. A graduate of the University of Arizona, Mr. Welch holds a B.S. degree in Chemistry and Mathematics and a B.C.S. degree in Accounting and Business Administration. Before joining Fisher he worked as a chemist doing research on high explosives, heavy acids and Portland cement. An earlier career in the investment brokerage business in Washington, D.C., was cut short by World War II in which he spent four years in the Air Transport Command. He is a member of the National Industrial Advertisers Association, the Direct Mail Advertising Association, and the American Chemical Society.



us about \$400, a month for machine and personnel time.

The addressing equipment consists essentially of four units: a reading head, which senses punched card data; a bank of mechanical counters, which tally various items of this information; a printing head, which transfers the name and address imprinted on each card in special ink to an envelope or mailing label; and a programming unit, which controls the whole operation.

We had used metal plates to address our direct mail. The new system lets us add a new name or make changes for less than one-fifth the former cost. Even more important is the increased selectivity within our 102,000 name mailing list, which is broken up into more than 70 different categories. Each of these classifies a customer or prospect according to his area of scientific interest (agriculture, architecture, industrial hygiene, etc.) and the type of organization he's affiliated with (brewery, explosives manufacturing firm, hospital, independent industrial laboratory, etc.). In addition, each name is also classified according to potential buying volume and a number of other criteria.

Armed with this highly-refined list, we send each mailing piece to only those customers and prospects who are most likely to be interested. The difference between our old system and the new one is the difference between using a shotgun and a rifle to hit a given target. We've been able, as a result, to reduce the size and the cost of many mailings without reducing the sales effectiveness of the promotion.

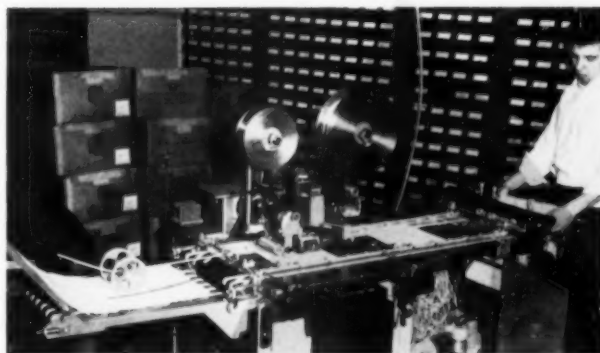
Increased speed is another benefit. The Scriptomatic machine addresses labels, envelopes, self-mailers, and postcards of widely-varying dimensions approximately $2\frac{1}{2}$ times faster than the previously used metal plate equipment.

Getting back to the list, each new customer, or prospect, before he's placed on the mailing list must fill out a form and indicate his areas of interest, as well as the kind of organization he's associated with. There are 36 "area" categories listed, plus another 36 "organization" categories. The former range from "agriculture and food chemistry" to "water, sewage and sanitation chemistry." The latter start with "agriculture, forestry and fisheries," and end with "university, college or technical school."

When the form comes back to Fisher headquarters, the indicated areas of interest and organizational



Each name and address comprising Fisher mailing list is typed on tab card using standard typewriter. As name and address are recorded on front of card (in standard typewriter ink) identical information is imprinted on back in Scriptomatic (like hectograph) ink, which is good for up to 200 impressions.



Pieces to be addressed by Scriptomatic are fed automatically from magazine at right. Program panel which controls tallying and duplicating operations is adjacent to open door. Reels are used when addressing continuous labels. Magazine for punch cards comprising Fisher mailing list is on the side of the machine facing away from the camera.



This IBM sorter in Fisher's accounting department segregates the names needed for small mailings.

FISHER SCIENTIFIC COMPANY

227 Forbes Ave., Pittsburgh 15, Pa.

Would you like to receive our publications, **THE LABORATORY**? If so, please check this form and drop it in your out-going mail. For your convenience, the form folds in thirds and seals at one edge to become a postage paid, return addressed envelope.

NAME

TITLE

COMPANY

STREET AND NO.

CITY

ZONE STATE



FIELD OF INTEREST: Please check your field of interest or interest so that we can send you special information that is relevant to your work. If your field of interest has not changed since you received our last questionnaire, merely check box 1.

- | | |
|------------------------------------|-------------------------------|
| 1. Agriculture and Food Processing | 27. Metallurgy and Metallurgy |
| 2. Analytical Chemistry | 28. Microbiology |
| 3. Biochemistry | 29. Organic Chemistry |
| 4. Chemistry | 30. Organic Chemistry |
| 5. Clinical Chemistry | 31. Organic Chemistry |
| 6. Clinical Chemistry | 32. Organic Chemistry |
| 7. Clinical Chemistry | 33. Organic Chemistry |
| 8. Clinical Chemistry | 34. Organic Chemistry |
| 9. Clinical Chemistry | 35. Organic Chemistry |
| 10. Clinical Chemistry | 36. Organic Chemistry |
| 11. Clinical Chemistry | 37. Organic Chemistry |
| 12. Clinical Chemistry | 38. Organic Chemistry |
| 13. Clinical Chemistry | 39. Organic Chemistry |
| 14. Clinical Chemistry | 40. Organic Chemistry |
| 15. Clinical Chemistry | 41. Organic Chemistry |
| 16. Clinical Chemistry | 42. Organic Chemistry |
| 17. Clinical Chemistry | 43. Organic Chemistry |
| 18. Clinical Chemistry | 44. Organic Chemistry |
| 19. Clinical Chemistry | 45. Organic Chemistry |
| 20. Clinical Chemistry | 46. Organic Chemistry |
| 21. Clinical Chemistry | 47. Organic Chemistry |
| 22. Clinical Chemistry | 48. Organic Chemistry |
| 23. Clinical Chemistry | 49. Organic Chemistry |
| 24. Clinical Chemistry | 50. Organic Chemistry |
| 25. Clinical Chemistry | 51. Organic Chemistry |
| 26. Clinical Chemistry | 52. Organic Chemistry |

INDUSTRY OR ORGANIZATION: Please check the single activity which best describes your present main activity.

- | | |
|---------------------------------------|---|
| 1. Agriculture, Forestry and Fishing | 16. Manufacturing, Engineering, Research and Development |
| 2. Agriculture, Forestry and Fishing | 17. Manufacturing, Engineering, Research and Development |
| 3. Agriculture, Forestry and Fishing | 18. Manufacturing, Engineering, Research and Development |
| 4. Agriculture, Forestry and Fishing | 19. Manufacturing, Engineering, Research and Development |
| 5. Agriculture, Forestry and Fishing | 20. Manufacturing, Engineering, Research and Development |
| 6. Agriculture, Forestry and Fishing | 21. Manufacturing, Engineering, Research and Development |
| 7. Agriculture, Forestry and Fishing | 22. Manufacturing, Engineering, Research and Development |
| 8. Agriculture, Forestry and Fishing | 23. Manufacturing, Engineering, Research and Development |
| 9. Agriculture, Forestry and Fishing | 24. Manufacturing, Engineering, Research and Development |
| 10. Agriculture, Forestry and Fishing | 25. Manufacturing, Engineering, Research and Development |
| 11. Agriculture, Forestry and Fishing | 26. Manufacturing, Engineering, Research and Development |
| 12. Agriculture, Forestry and Fishing | 27. Manufacturing, Engineering, Research and Development |
| 13. Agriculture, Forestry and Fishing | 28. Manufacturing, Engineering, Research and Development |
| 14. Agriculture, Forestry and Fishing | 29. Manufacturing, Engineering, Research and Development |
| 15. Agriculture, Forestry and Fishing | 30. Manufacturing, Engineering, Research and Development |
| 16. Agriculture, Forestry and Fishing | 31. Manufacturing, Engineering, Research and Development |
| 17. Agriculture, Forestry and Fishing | 32. Manufacturing, Engineering, Research and Development |
| 18. Agriculture, Forestry and Fishing | 33. Manufacturing, Engineering, Research and Development |
| 19. Agriculture, Forestry and Fishing | 34. Manufacturing, Engineering, Research and Development |
| 20. Agriculture, Forestry and Fishing | 35. Manufacturing, Engineering, Research and Development |
| 21. Agriculture, Forestry and Fishing | 36. Manufacturing, Engineering, Research and Development |
| 22. Agriculture, Forestry and Fishing | 37. Manufacturing, Engineering, Research and Development |
| 23. Agriculture, Forestry and Fishing | 38. Manufacturing, Engineering, Research and Development |
| 24. Agriculture, Forestry and Fishing | 39. Manufacturing, Engineering, Research and Development |
| 25. Agriculture, Forestry and Fishing | 40. Manufacturing, Engineering, Research and Development |
| 26. Agriculture, Forestry and Fishing | 41. Manufacturing, Engineering, Research and Development |
| 27. Agriculture, Forestry and Fishing | 42. Manufacturing, Engineering, Research and Development |
| 28. Agriculture, Forestry and Fishing | 43. Manufacturing, Engineering, Research and Development |
| 29. Agriculture, Forestry and Fishing | 44. Manufacturing, Engineering, Research and Development |
| 30. Agriculture, Forestry and Fishing | 45. Manufacturing, Engineering, Research and Development |
| 31. Agriculture, Forestry and Fishing | 46. Manufacturing, Engineering, Research and Development |
| 32. Agriculture, Forestry and Fishing | 47. Manufacturing, Engineering, Research and Development |
| 33. Agriculture, Forestry and Fishing | 48. Manufacturing, Engineering, Research and Development |
| 34. Agriculture, Forestry and Fishing | 49. Manufacturing, Engineering, Research and Development |
| 35. Agriculture, Forestry and Fishing | 50. Manufacturing, Engineering, Research and Development |
| 36. Agriculture, Forestry and Fishing | 51. Manufacturing, Engineering, Research and Development |
| 37. Agriculture, Forestry and Fishing | 52. Manufacturing, Engineering, Research and Development |
| 38. Agriculture, Forestry and Fishing | 53. Manufacturing, Engineering, Research and Development |
| 39. Agriculture, Forestry and Fishing | 54. Manufacturing, Engineering, Research and Development |
| 40. Agriculture, Forestry and Fishing | 55. Manufacturing, Engineering, Research and Development |
| 41. Agriculture, Forestry and Fishing | 56. Manufacturing, Engineering, Research and Development |
| 42. Agriculture, Forestry and Fishing | 57. Manufacturing, Engineering, Research and Development |
| 43. Agriculture, Forestry and Fishing | 58. Manufacturing, Engineering, Research and Development |
| 44. Agriculture, Forestry and Fishing | 59. Manufacturing, Engineering, Research and Development |
| 45. Agriculture, Forestry and Fishing | 60. Manufacturing, Engineering, Research and Development |
| 46. Agriculture, Forestry and Fishing | 61. Manufacturing, Engineering, Research and Development |
| 47. Agriculture, Forestry and Fishing | 62. Manufacturing, Engineering, Research and Development |
| 48. Agriculture, Forestry and Fishing | 63. Manufacturing, Engineering, Research and Development |
| 49. Agriculture, Forestry and Fishing | 64. Manufacturing, Engineering, Research and Development |
| 50. Agriculture, Forestry and Fishing | 65. Manufacturing, Engineering, Research and Development |
| 51. Agriculture, Forestry and Fishing | 66. Manufacturing, Engineering, Research and Development |
| 52. Agriculture, Forestry and Fishing | 67. Manufacturing, Engineering, Research and Development |
| 53. Agriculture, Forestry and Fishing | 68. Manufacturing, Engineering, Research and Development |
| 54. Agriculture, Forestry and Fishing | 69. Manufacturing, Engineering, Research and Development |
| 55. Agriculture, Forestry and Fishing | 70. Manufacturing, Engineering, Research and Development |
| 56. Agriculture, Forestry and Fishing | 71. Manufacturing, Engineering, Research and Development |
| 57. Agriculture, Forestry and Fishing | 72. Manufacturing, Engineering, Research and Development |
| 58. Agriculture, Forestry and Fishing | 73. Manufacturing, Engineering, Research and Development |
| 59. Agriculture, Forestry and Fishing | 74. Manufacturing, Engineering, Research and Development |
| 60. Agriculture, Forestry and Fishing | 75. Manufacturing, Engineering, Research and Development |
| 61. Agriculture, Forestry and Fishing | 76. Manufacturing, Engineering, Research and Development |
| 62. Agriculture, Forestry and Fishing | 77. Manufacturing, Engineering, Research and Development |
| 63. Agriculture, Forestry and Fishing | 78. Manufacturing, Engineering, Research and Development |
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| 65. Agriculture, Forestry and Fishing | 80. Manufacturing, Engineering, Research and Development |
| 66. Agriculture, Forestry and Fishing | 81. Manufacturing, Engineering, Research and Development |
| 67. Agriculture, Forestry and Fishing | 82. Manufacturing, Engineering, Research and Development |
| 68. Agriculture, Forestry and Fishing | 83. Manufacturing, Engineering, Research and Development |
| 69. Agriculture, Forestry and Fishing | 84. Manufacturing, Engineering, Research and Development |
| 70. Agriculture, Forestry and Fishing | 85. Manufacturing, Engineering, Research and Development |
| 71. Agriculture, Forestry and Fishing | 86. Manufacturing, Engineering, Research and Development |
| 72. Agriculture, Forestry and Fishing | 87. Manufacturing, Engineering, Research and Development |
| 73. Agriculture, Forestry and Fishing | 88. Manufacturing, Engineering, Research and Development |
| 74. Agriculture, Forestry and Fishing | 89. Manufacturing, Engineering, Research and Development |
| 75. Agriculture, Forestry and Fishing | 90. Manufacturing, Engineering, Research and Development |
| 76. Agriculture, Forestry and Fishing | 91. Manufacturing, Engineering, Research and Development |
| 77. Agriculture, Forestry and Fishing | 92. Manufacturing, Engineering, Research and Development |
| 78. Agriculture, Forestry and Fishing | 93. Manufacturing, Engineering, Research and Development |
| 79. Agriculture, Forestry and Fishing | 94. Manufacturing, Engineering, Research and Development |
| 80. Agriculture, Forestry and Fishing | 95. Manufacturing, Engineering, Research and Development |
| 81. Agriculture, Forestry and Fishing | 96. Manufacturing, Engineering, Research and Development |
| 82. Agriculture, Forestry and Fishing | 97. Manufacturing, Engineering, Research and Development |
| 83. Agriculture, Forestry and Fishing | 98. Manufacturing, Engineering, Research and Development |
| 84. Agriculture, Forestry and Fishing | 99. Manufacturing, Engineering, Research and Development |
| 85. Agriculture, Forestry and Fishing | 100. Manufacturing, Engineering, Research and Development |

SEE OTHER SIDE

affiliation are punched into the card, together with the customer's address. The latter data permits mailings to be directed to selected geographical areas. The card also shows the Fisher office and salesman serving that customer, plus the potential order volume to be expected annually—i.e., under \$5,000, between \$5,000 and \$10,000 and over \$10,000. (This order information is usually supplied by the salesman after he has studied the account.) There is also space on the card for instructing the machine whether this customer is to receive the company's annual catalogs.

Once the tab card is completed, it becomes a highly directional sales promotion tool. The Scriptomatic machine, reading the holes punched into the cards, can pick out all customers and prospects likely to be interested in any of Fisher's 22,000 apparatus

or chemical products. It can also pick out all customers residing in a given city, state, or region, all those served by a particular plant or salesman, or all those whose purchasing activity falls within pre-determined limits (this breakdown is particularly valuable in the case of higher-priced laboratory instruments).

Not only does the equipment pick out these cards automatically, but it also transfers the corresponding names and addresses to labels, envelopes or similar media automatically. And, meanwhile, it tallies—with the aid of the bank of counters—some or all of the cards being processed.

This tallying operation is independent of the addressing—i.e., the card can be counted regardless of whether the name and address it contains is used in the mailing. Also,

No name goes on Fisher's mailing list until the individual classifies himself or is checked out by a salesman as to the area of interest and type of organization he belongs to. The 8½" x 11" form (see illustration) is used for this information.



the machine will classify the cards one way for addressing purposes, and another way for counting purposes. For example, during a given run, envelopes or labels can be printed with the names of all customers and prospects living in a given city, state or region. Simultaneously, the counters will tally the number of, say, agricultural and food chemists in the entire deck. Actually, since our machine has not one, but three, counters, more than one separate tally can be made concurrently, none of which necessarily have to involve the cards that are being addressed.

This system permits us to do a number of things with our list that were impossible before. Most important, as I've said, is greater selectivity. We now have a way of weeding out, automatically, those customers and prospects who won't be interested in a given piece of direct mail because they don't use the item described. Thus, a far higher percentage of the pieces sent out are actually read. All of which means that the cost of each inquiry and reply we receive from a given mailing drops.

A related benefit is that mailings directed to a relatively small portion of the total audience can be addressed in a small fraction of the time formerly required, and at much less cost.

We often want to reach a particular kind of scientist or engineer with a product bulletin advertising some highly specialized unit of laboratory apparatus. Maybe there are, at least, 3,000 of these people in our entire list. By having the names of all our customers and prospects stored on a deck of keypunch cards, it takes only a few hours on our accounting de-

MAILING LIST FORM 929

FISHER SCIENTIFIC

LOCATION CODE

CITY

STATE

INTEREST CODES

30 33 36 39 42 45

0 10 20 30 40 50

1 11 21 31 41 51

2 12 22 32 42 52

3 13 23 33 43 53

4 14 24 34 44 54

5 15 25 35 45 55

6 16 26 36 46 56

7 17 27 37 47 57

8 18 28 38 48 58

9 19 29 39 49 59

A. B. C. CORPORATION
2345 JANE STREET
CHICAGO 26, ILLINOIS

SCRIPTOMATIC SELECTION AREA

Fisher's punched card was designed by our IBM department to accommodate punching in city, state and zone codes, geo-alpha code of name to permit sorting cards alphabetically by city and state. Punch holes not used to address direct mail. Instead name and address is typed (in blank area to right) using hectograph principle. As cards go through Scriptomatic machine, program panel tells machine which card to print, and machine takes purple impression from typewriter impression.

partment's IBM sorter to segregate those we need for this type of promotion.

The Scriptomatic could handle a small percentage sort of this kind, but it's much slower than IBM's sorter.

Although the old setup enabled us to record some descriptive data about each customer, punched cards have far greater capacity. Besides cutting most of the "fat" from each mailing, this feature provides additional benefits. One of the most important is a listing for each Fisher salesman of all his customers and prospects who received the Fisher catalog. The salesman uses this list to plan his calls.

Conversion Cost \$22,000

Our catalogs represent one of the best devices we have for generating orders. By sending the list to the salesman, we encourage him to make his call at the most strategic moment, and also show him whom to see. This latter point is particularly important, for sometimes our representative—especially if he's a new man—isn't calling on all the individuals in a given company who have the buying responsibility. By consulting the list, however, the salesman can remedy this oversight quickly.

Here's another way the system

helps. The counters are used to tally the number of labels or envelopes being addressed. This operation usually precedes printing of the literature and tells the sales promotion department exactly how many pieces will have to be ordered from the printer. Sometimes we have the counters tally the number of names that will be involved in a future mailing. By performing these operations simultaneously with the imprinting chore, and automatically to boot, the new system saves us a substantial sum in clerical expense.

Under the former system, it cost the company between 25 and 30 cents each time a name was added to its list, or an address was corrected. Now, the charge is less than 5 cents. In view of the fact that we make 35,000 to 50,000 additions and corrections each year, the annual savings produced by this one item alone will be enough to repay a substantial percentage of the capital cost of the Scriptomatic installation . . . about \$22,000 including conversion cost. Incidentally, conversion took us about nine months.

The addressing speed of the equipment varies quite a bit, depending mainly on whether all names in the deck are copied, or only some. Incidentally, in the latter case, there is no

waste. The machine is programmed in such a way that it uses only as many self-mailers, envelopes, postcards, or labels as are needed for the run. When a given punched card reaches the printing station, and the program calls for the Scriptomatic master impression *not* to be transferred, the card is discharged but the unaddressed mailing piece beneath it remains stationary. The latter is not ejected until it is addressed.

Substantial Cost Reduction Over Old Method

On a run where we're sending literature to every customer, the Scriptomatic machine will imprint about 5,000 names per hour. This compares with a speed of about 2,000 per hour for our previous equipment. We've obtained a substantial saving in the time and labor cost of each mailing as a result. In the months to come, our people should become more familiar with the equipment and we expect to push our present speed even higher.

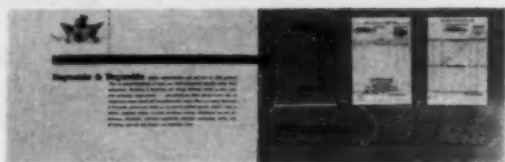
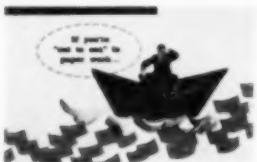
Our experience to date shows a substantial cost reduction compared to our old method—one which can be expected to save us many thousands of dollars a year in direct and indirect costs. ●



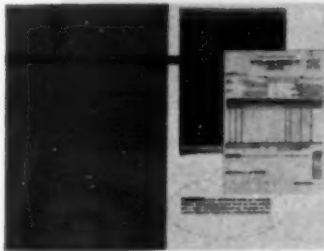
1 ▶



2 ▶



3 ▶



4 ▶



MINIATURE FORMS

CREATE LOTS OF NEW BUSINESS

No one seems to know the reason why, but miniatures of practically everything attract attention from children to grownups.

Gaynard W. Gross, director of marketing and sales development for The Reynolds & Reynolds Co., Dayton 1, Ohio, used this appeal in his new campaign to get more business for the company's specialized business forms.

So far, four pieces (as pictured here) have been mailed to names supplied by company salesmen, and on a definite followup basis. The first folder (girl on target) reaches the

prospect on Tuesday. The second folder (man on boat) arrives on Thursday. The following Monday, the third folder (the dart) reaches the prospect's desk. On Wednesday, folder No. 4 (the man in the bottle) arrives and announces, "He's on his way." A Reynolds & Reynolds representative calls the next day (Thursday).

It is difficult to show how attractive forms look on the inside of each folder. But the tipped-on forms are actually accurate miniatures in every detail, including carbon sheets, duplicates in color, etc.

Mr. Gross tells us that this campaign has resulted in more new business, new customers and qualified leads than any of Reynolds & Reynolds previous advertising or sales promotion efforts. The pieces will be used indefinitely as long as the salesmen turn in new prospect names. But as a result of the success of this first miniature campaign, a new program (also using miniatures) is now in the planning stages . . . to be used as followups on the names already worked during the previous campaign. There may be an idea here for others in different fields. ●

NEED
ENVELOPES ?

PHONE

HECO

Capitol 7-2400



"Little Sir Heco"®

...always at your service!

HECO

HECO ENVELOPE CO. 4500 CORTLAND ST. CHICAGO 39



CHECKLIST FOR CREATING SUCCESSFUL EXTERNALS

by George Griffin, Advertising and Sales Promotion Manager, Tait Manufacturing Company

EVERYTHING points to not only *more* house organs—but *better* house organs. When I say *more*, I mean in more different kinds of businesses and industries and at more different levels—from manufacturing to retailing.

When I say *better*, I mean more pointed, better planned, more purposeful. Some are going to get bigger and more expensive. In order to do bigger jobs. Audiences are going to be selected with greater care. Editorial matter is going to be upgraded. House organs are going to start taking editorial stands so that they may build the same kind of loyal readers the trade journals have. Some house organs that have read like pages out of catalogs are either going to change or disappear. There's going to be more entertainment. More to read of interest. There'll be *more*

house organs and *better* house organs in the days ahead.

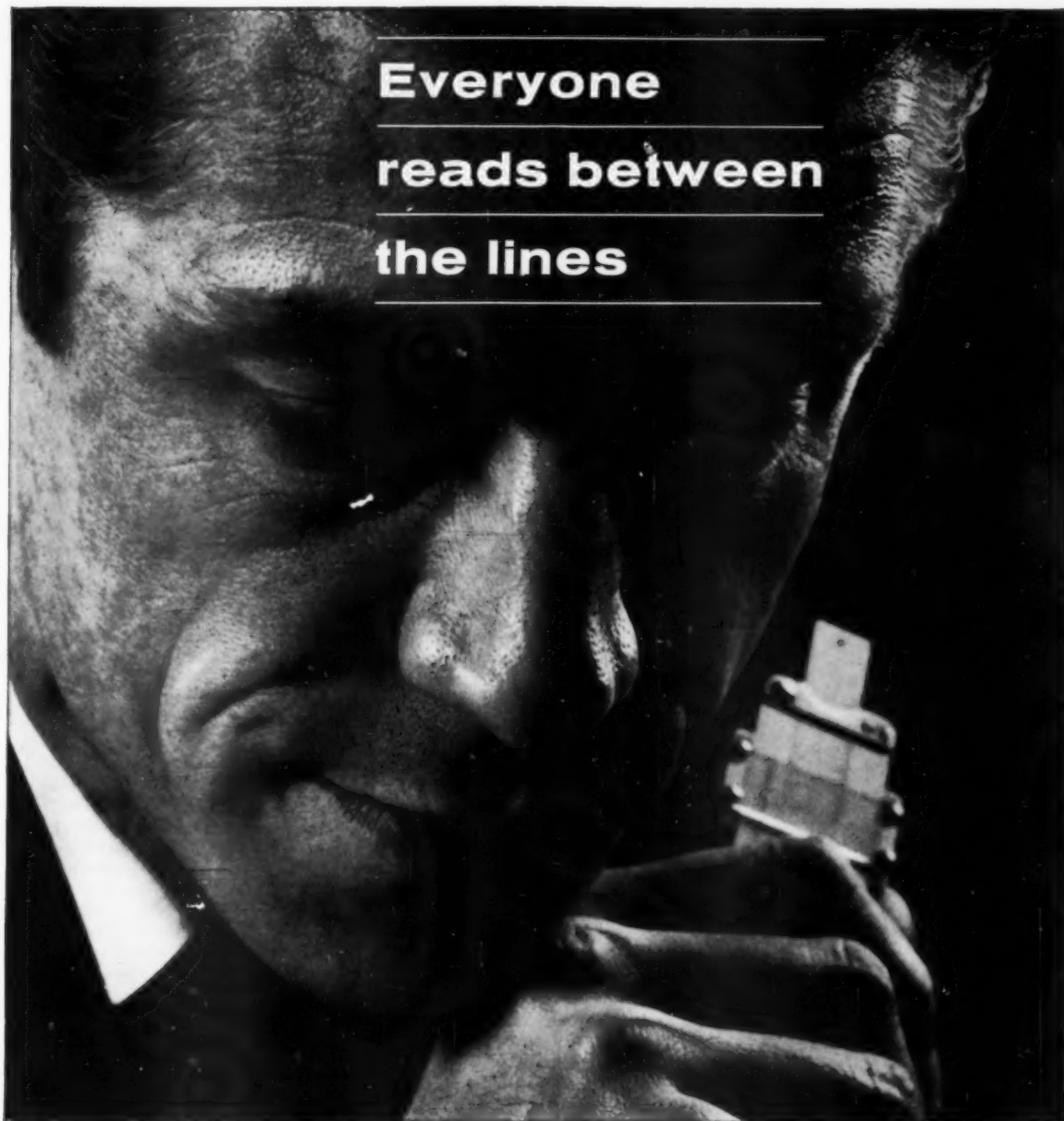
Why? (1) Because business is getting more specialized. Companies or divisions of companies are getting into channels so narrow that prospects can be pin-pointed with great

accuracy. Pin-pointed advertising becomes a "natural." (2) Postal increases—along with all other kinds of increases—have caused many to start taking longer looks at their direct mail programs. What many
(Continued on Page 91)



GRIFFIN

Reporter's note: House magazines are definitely a part of the direct mail picture. This article is not concerned with publishing details, but is an up-in-air, bird's-eye view of the five main characteristics which a successful external house magazine should have. George Griffin, who makes his home at 530 Hollendale Drive, Kettering, Ohio, is advertising and sales promotion manager of the Tait Mfg. Co., Dayton, Ohio. There, among his other responsibilities, he edits and produces the firm's "Witching Rod," a 16-page bimonthly sent to water systems dealers and wholesalers. In addition, Mr. Griffin also edits "Wagen Meister," a house magazine for Volkswagen dealers, and "Pet Facts" for the pet retailer. We believe you will like George Griffin's thinking.



Everyone
reads between
the lines

When an engineer studies a catalog, he's reading with an expert's eye. He analyzes every phrase, scrutinizes every photograph. And unconsciously *he reads between the lines . . .* looks for evidence of good taste and respectfulness on the part of the company that issued the catalog. The printed literature that will make a good impression on this man must be thoughtfully prepared in every detail. The claims must be factual. The design must be in good taste. Halftone reproduction must be faithful. The paper must be of the highest quality. These things add up to the kind of respectful printing that wins respect from readers. *Respectful printing must begin with a good printer.* See him early. Most likely he will prefer Warren paper, because he will get better results — and so will you.



printing papers make a good impression

S. D. WARREN COMPANY, 89 BROAD ST., BOSTON, MASS.



how good is direct mail in europe?

by John Dillon, President, Dillon Agnew Associates, Inc.
New York, N. Y.

REPORTER'S NOTE: The Common Market in Europe is capturing the imagination of more and more businessmen. Disappearing trade barriers and an improved economic climate are fostering new business opportunities . . . import, export, and the opening of manufacturing facilities and sales offices. With all of this, is a new interest in promotion and the problems of getting the job done. And as you'd suspect, there's someone tooling up in the direct mail area, Dillon Agnew Associates, 10 East 49th St., New York 17, N. Y. John Dillon, formerly merchandising manager of Air France in New York, headquarters in Holland for D-A and Dave Agnew heads sales in New York. John and Dave announced



their new operation last year just before the St. Louis DMAA convention. They're making progress, especially in their own promotion.

Last May they launched their Newsletter From Europe, designed to keep customers and prospects informed and excited with the possibilities of promoting to, from and within the Common Market.

It's written by John . . . well written, for it's entertaining and highly informative. By way of example, we're quoting (top of next page) a case history from his second Newsletter mailed in August from Holland.

"How good is direct mail in Europe?"

This question always stops me cold . . . because Europe doesn't exist.

There's no such place as Europe. There are, instead, 19 major Western European nations (toss in Monaco, Andorra, San Marino and Lichtenstein to make it 23) each with its own way of direct mail advertising, its own postage rates and import-export regulations, its own language, laws and customs.

The 300,000,000 people who make up the countries of Western Europe represent a fabulous market for United States products, publications and services. Income levels have risen amazingly during the last three or four years and discretionary buying power is higher than it has ever been. But because of the economic set-backs caused by the war people here are just beginning to buy, as luxuries, things which we at home have long thought of as necessities. A whole generation is coming into the market for the first time for a wide range of products.

The question I like to be asked is "Can direct mail reach this enormous potential market economically and effectively?"

It most certainly can!

Like every good round affirmative, though, this one needs a few small qualifications. If you are planning a campaign, or series of campaigns which take in some or all of the 23 countries of Europe, you *must* centralize your production and mailing in one of them. There is no faster way to lose your mind than to try to cope with national oddities and diverse languages on a large scale in Europe. If you detect a note of bitterness in that last statement, you're on the right tract—because I've tried it!

In choosing your direct mail headquarters you have to take a lot of things into account. You have to find, in one place, a combination of low labor costs, economical but good printing, a low postage rate, experienced letter shops with equipment capable of handling your work. Almost every country has *something* to recommend it. Top imaginative design is a specialty of France and Italy. Switzerland and Germany do fine printing. You have no language problems in Great Britain. Postal rates in Spain and Portugal are among the lowest in Europe. But which country offers you most of the services you need?

Our answer is Holland. Its other name, the Netherlands or the Low Countries, describes its prices as well as its geography. The Dutch national character is independent, farsighted, dependable, businesslike. Their postage system is one of the most efficient in the world and its international postage rate, 3rd class, is only \$15.90 a thousand. Printing is excellent. The Dutch have a real interest in working with Americans and in adapting to American methods. And why not? They founded New York City, after all, and they still have a feeling that it's part of the family.

If you are planning to operate in the field of European direct mail promotion or sales, you'll probably find yourself in one of these three basic categories: You're a firm who wants to explore the European market for your product by mailings from within Europe; you want, for one reason or another, to mail to the European market from the United States; or you want to make promotional mailings from Europe to your own lists at home.

The first group makes the greatest

99% OF REPLIES REQUEST A HOME DEMONSTRATION!

One of Italy's largest lettershops recently designed and produced a campaign which drew this fantastic response. Here is a summary of their achievement:

CLIENT: Necchi Sewing Machines, Rome. **TOTAL MAILING:** 40,000. **LIST:** Registered television-set owners throughout Italy. **FORMAT:** Offset letter, two-color letterhead Black-and-white postage-paid reply card questionnaire.

RESPONSE: 21.75% (8,700 returned reply cards) of which 99% requested a home demonstration of the new Necchi sewing machine.

This psychologically smart mailing carried a concealed "depth bomb" on the questionnaire reply card. Both letter and card appeared to be a public-opinion or market research survey testing the reaction of television viewers to the Necchi TV show.

Reply card carried a series of questions about the program itself: Do you watch it? How often? Do you like it? Would you prefer songs, classical music, drama? Then came the "depth bomb" questions:

• Have you seen the Necchi Superautomatic sewing machine? Yes — No —

• Do you own a sewing machine as modern and as versatile as the Necchi Superautomatic? Yes — No —

• Has the Necchi TV show interested you enough in the Superautomatic to want a home demonstration of all of the wonderful things it can do? Yes — No —

99% said YES to the last question. If you were in a plane over Rome you could see the Necchi salesman speeding outward on every highway, order pads in hand, in response to this overwhelming "At Home" invitation from Mrs. Italy!

savings in production and mailing costs. You can prepare your basic material through your usual sources and airmail it over camera-ready (and duty-free!) for reproduction by first-class European printers. You can centralize your master lists on plates in your European headquarters and take advantage of lower maintenance and mailing costs. Use your European lettershop address on your pennysaver envelopes and have your list kept clean by a nixie check. Our experience has been that nixie returns from 3rd class mailings are consistently returned by most countries in Europe. No extra postage is necessary for this service.

Centralization of your list at your point of printing and mailing also provides substantial savings in shipping and customs charges and guarantees complete supervisory control of the entire job. U.S. firms who have representation or sales outlets in a number of European countries find that it pays off to centralize their total promotional program in one place rather than to carry out five or six uncoordinated campaigns spotted around Europe.

Lists Are Excellent

One large DON'T. DON'T have your material and envelopes shipped in bulk to Europe for mailing. And especially DON'T insert the material in the addressed envelopes before you ship. Customs and postal officials take a very dim view of this and can make it both difficult and expensive to clear your consignment. By printing and addressing in Europe you save money and are also spared the expense of freight and duty.

The problem of the second group—firms who mail from the U.S. to addresses in Europe—is basically one of lists. Where do you get good ones? There is no standardization of mailing list procedure and pricing in Europe. Each country makes up its own rules and price structure de-

pending upon what the local market will bear. Most European list houses sell really excellent stock lists; but are somewhat resistive to the idea of compiling and researching new lists to specification. Direct mail advertisers here do not yet demand list breakdowns as precise as those required at home and therefore list houses (and this is a large generality) are reluctant to make them up for a one-time sale in the U.S. . . . even at a price.

Generally speaking again, there are far fewer lists of individual names available here. Mail order buyer lists are unknown. Names of officials in business and industry below the level of director or vice-president are, in most countries, impossible to find. So are membership lists. As an example, self-employed engineers and scientists can be tracked down but those working with private industry or government have vanished without a trace. You know they're around somewhere but you can't get at 'em. Frustrating!

One thing we've done, and for the first time, is compile a central file of lists in all categories for all of Europe. In each country, there is some one or some few sources who can provide excellent lists. The job is putting your finger on these sources. We're tackling it. It is a massive translation and cataloging job, particularly since this information has never been gathered together before. It's an invaluable list archive and can save a lot of time and irritation when you are trying to locate specific list categories in Finland, for instance.

If your firm has a brilliant idea for a promotional mailing from Europe to the U.S. to dramatize a European tie-in with your product or to create an exotic atmosphere around it, you can produce your material economically over here and take advantage of the low processing and postage rates . . . but be careful!

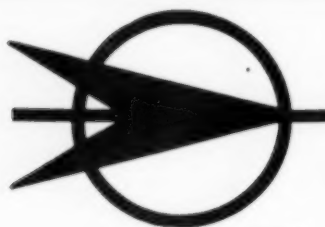
If Uncle Sam gets the idea that you're mailing from abroad to undercut the U.S. postage scale he may decide to hold your letters at the port of entry and politely request you to pay the equivalent U.S. postage before he will release it.

More Mileage To The Gallon

When you have a bona fide office in the country from which you mail, if you are mailing on behalf of a European firm, or if you mail at the first-class rate rather than the printed matter rate, your mailing from abroad is in the clear. In any case where there is the slightest doubt, though, check the mailing in advance with the Foreign Division of the Post Office Department in Washington and get a written clearance.

That's the "big picture." Your own particular picture will be made up of an infinite number of details which become apparent only after you start your European mailing program. The fact that your printing is suddenly in centimeters instead of inches. That your paper weights are by the gram instead of by the pound. That standard paper and envelope sizes are different from our own (a number 10 is not a *numero dix*!). That a European printer who looks you square in the eye and tells you that he understands printing instructions in English perfectly . . . doesn't quite. That in many European countries they'll guarantee you a deadline date . . . mentally giving or taking a couple of weeks.

The great advantage of European mailings is their economy. Direct mail over here is like a European car at home—you do get more mileage to the gallon. You get good design, adequate speed, much dependability . . . but you also need an expert on the spot, with the know-how and the spare parts, in case anything goes wrong!



Dodge Re-introduces '59 Cars

GAINS RECORD READERSHIP



The general public, meantime, had lost track of the Dodge product image. Since very few cars were produced, there were very few enthusiastic owners to pass the Dodge story to their neighbors and friends. Many orders, inspired by the announcement program, were cancelled as purchasers lost patience with the long delays in taking delivery of their new cars.

With the production bottleneck ended, the direct-mail program was launched and announced to dealers in a whirlwind series of 13 meetings conducted by Dodge executives around the country and produced by Grant-Detroit. 98% of dealers signed up.

The direct-mail program was designed to generate announcement-type enthusiasm among dealers and the public in such a manner as to create an immediate reaction in the form of increased showroom traffic and sales. Other objectives were to strengthen the loyalty of present Dodge owners and to increase Dodge conquest sales to owners of competitive makes.

Having concluded that the problem was too large and too complex for a single mailing, Grant-Detroit created a two-mailing package. The first was the re-introduction of the car in a dramatic, four-color piece, "The Keys Are Yours for the Asking." Its unusual poster size—22 x 34 inches—permitted a highly-exciting visual presentation of the car and its features, and also included a personal invitation to try the car from Dodge General manager M. C. Patterson.

The second mailing was "Pace—the magazine for Americans on the go." This was a 12-page full-color mailing piece, 10½ x 14 inches, with a strong editorial magazine approach—complete to a standard Dodge ad on the back cover. The format permitted a more detailed and more direct method of selling Dodge features, quality, price, style and performance. The lead picture story was devoted to the Chrysler Corporation Proving Grounds at Chelsea, Mich., the following spread told a fashion story, "These Carefree Fashions Love to Travel." A picture report of California Highway Patrol tests, a consumer analysis of station wagons, (Continued on Page 94)

How do you re-introduce a product whose introduction was interrupted by a prolonged work stoppage?

Just such a problem was met recently by a campaign designed by Grant Advertising to herald the "second introduction" of Dodge Cars for 1959.

The impact of this direct-mail campaign, and its effectiveness, have just been documented in studies released by R. L. Polk & Company which physically handled the mailings.

Polk researchers disclosed that the number of recipients of the two-part Grant-Detroit mailing, who recalled the pieces in part or in their entirety—87 per cent—was the second highest figure in Polk research history. It was shaded only by another mailing that cost three times as much to produce.

There are also strong clues pointing to direct effects on Dodge sales.

The direct-mail campaign was a pivotal segment of a nationwide program to re-introduce the 1959 Dodge to Dodge dealers and to the public. Dodge had gotten off to a flying start with its new-model introduction in the Fall of 1958, but production was sharply curtailed by a series of work stoppages and material shortages. Dealers, as a result, were unable to capitalize on their initial momentum and had to be reinvigorated after many weeks of empty showrooms.



R. L. Shugg, Jr., left, Dodge sales promotion manager, and W. B. Wilbraham, merchandising director, Grant Advertising, Inc., Detroit, examine the direct-mail pieces that were used in the Dodge "second introduction" campaign this year. A display rack of self-liquidating premiums, offered to consumers as part of the program, is behind them.



MORE THAN **ONE** IN **TWENTY**

BUSINESS ENVELOPES IS A TENSION ENVELOPE

You'll get more mail opened and close more sales — not by chance but by DESIGN — with Tension envelopes.

FIRST, FRESH attention for your mail comes from Tension's creative engineering as well as from creative design. To cite an example: Tension's new, exclusive SIM-PULL opening envelope "is pulling far beyond our expectations...over 50M reactivated customers" according to reports from Skelly Oil Company, one of the recent users of the SIM-PULL envelope. Add to this creative engineering idea the art of transforming the mailer's thoughts into illustrations and headlines (we call it Creative Design) and you have an envelope that teases, invites or excites.

When you're looking for envelopes that run without a "hitch" on inserting or metering equipment, have postal approval, show off the printed message with clear, fine legibility...count on Tension! You'll see why... MORE THAN ONE in 20 ENVELOPES YOU SEE IS A TENSION ENVELOPE... BUT many MORE than ONE in TWENTY envelopes you NOTICE is a Tension Envelope! Call or write your nearest Tension factory or office for an "IDEA KIT" of Creative Designed and Engineered envelopes.



Hope to see you at the DMAA Convention — Montreal.

TENSION ENVELOPE CORPORATION

Campbell at 19th St.

Kansas City 8, Missouri

TENSION FACTORIES LOCATED AT:

ST. LOUIS 10, MISSOURI
5901 Southwest Avenue
PRospect 3-7700

MINNEAPOLIS 1, MINN.
129 North 2nd Street
FEderal 2-0547

KANSAS CITY 8, MO.
Campbell at 19th St.
HArrison 1-0092

SO. HACKENSACK, N. J.
Huyler & Wesley Sts.
HUbbard 7-1880

DES MOINES 14, IOWA
1912 Grand Avenue
CHerry 4-4126

FT. WORTH 12, TEXAS
5900 East Rosedale
JEfferson 6-8311

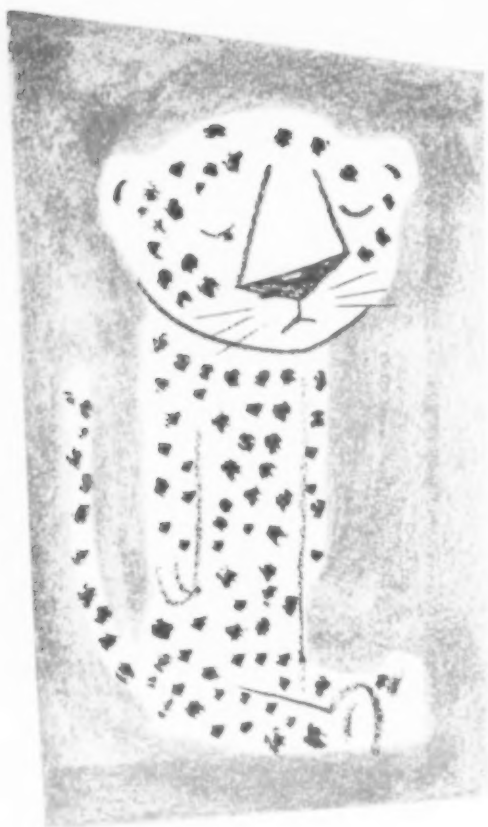
SALES OFFICES:

NEW YORK 16, N. Y.
270 Madison Ave.
LExington 2-6212

DALLAS, TEXAS
Rm. 507, 209 Browder Bldg.
RIveride 7-4482

CHICAGO 10, ILL.
500 N. Dearborn St.
MOhawk 4-0834

Sales Representatives in
Principal Cities—See Yellow
Pages of Telephone Directory



**HOW
TO CHANGE
A LEOPARD'S
SPOTS!**



When it comes to colored paper, why assume "the leopard can't change his spots"? Don't be bound by the white paper habit...color printing on white paper is good, but color on *colored paper* is much more effective, especially for increasing direct mail returns.

Allied's New And Different Colorcraft Line of papers, matching envelopes, reply cards, and ink recommendations is specifically designed to get results. It's distinctive *Impulse* and *Influence* colors have been styled and researched by Faber Birren, noted color authority, to stimulate action...to create a mood...to get more direct mail returns!

Impulse colors are bright and vibrant. They incite reader-action and response. Colorcraft *Impulse* was

created for mass market direct mail selling where big returns are desired.

Influence colors are subtle, yet appealing. They're styled to create an impression or mood...to create a feeling of prestige, of richness. Colorcraft *Influence* stimulates a favorable mental reaction about the product and company.

Remember, this is an age of color. Everywhere, everyone is breaking the white habit...in appliances, in bedding and linens, in soaps, in all areas. Why not in paper, too?

Make your direct mail more attention-getting, more effective. Use Allied's New Colorcraft *Impulse* and *Influence* Colored Paper Line.

Write or call Allied today for full details on how to "change your leopard's spots" with Colorcraft...the only color researched paper.

Impulse Colors: Flame Pink • Sulphur Yellow • Pumpkin • Summer Green • Indigo

Influence Colors: Sandstone • Rosewood • Smoke-tone Blue • Aspen Green • Buckskin

Paper Stock—both bond and uncoated offset grades in popular sizes and weights.

Envelopes—in all colors.

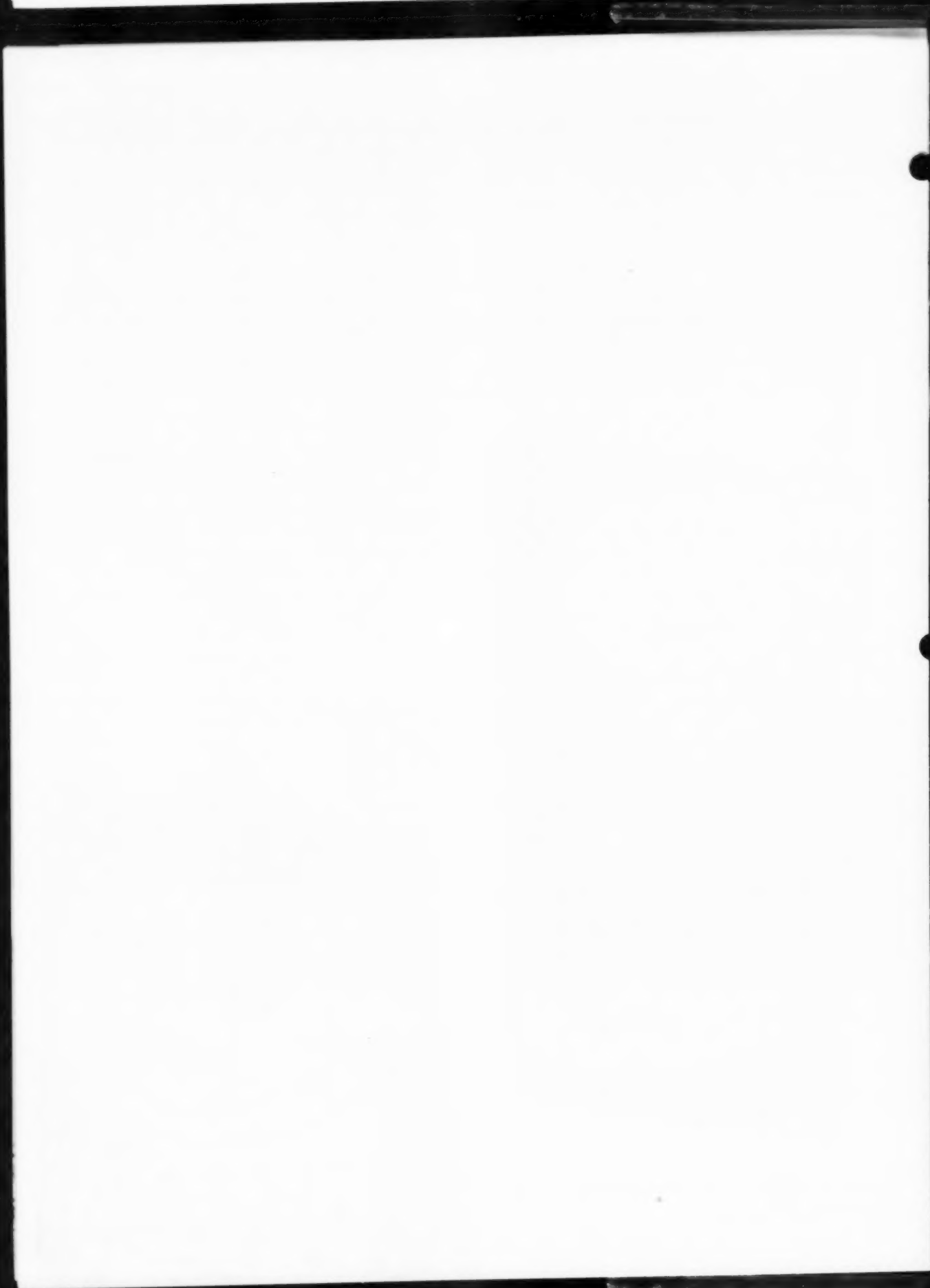
Card & Cover Stock—in Sulphur Yellow, Pumpkin and Flame Pink only—125 lb.

Inks—recommended Colorcraft text and accent colors available from IPI by formula.



ALLIED PAPER CORPORATION
Kalamazoo, Michigan





**D M
A A**

NEWS

Colin Campbell
Chairman of the Board
Robert F. DeLay
President

Direct Mail Advertising Association
3 East 57th Street, New York 22, N. Y.
MURRAY HILL 8-7388

April-May DM \$ Volume Sets Two Month Record

Direct mail advertising expenditures for April and May show an increase of more than 4% over the same period last year.

Figures released by the DMAA estimate direct mail dollar volume for the two-month period as \$256,845,764, compared with \$246,539,619 for the like 1958 period.

During the first five months of this year, the total advertising expenditure for direct mail was \$732,208,631. This represents an increase of nearly 5% in direct mail dollar volume, despite a sharp increase in postal rates which went into effect January 1.

The direct mail dollar volume, based on net postal revenue figures, indicates the cost of postage and advertising materials in the mails.



The Gold Mail Box (see cut) will be awarded for the best single direct mail advertising campaign of the year at the Awards Breakfast of the DMAA Convention, Monday, Sept. 14, in Montreal.

Mail Order Session To Be First of Six Workshops

A series of six workshops are planned for this fall, winter and spring in New York and Pittsburgh.

The first, a mail order workshop, will be held October 20, at the Hotel Plaza, New York. The program will include lobsterman Ed Meyers, of Saltwater Farms, Maine; Waldo Williams, inventor of Foster and Gallagher's (Peoria, Ill.) unique statistical system for handling mail orders; George Cullinan of Harry Schneideman, Inc., New York, the "all-round mail order expert"; William Henderson, executive secretary of the Parcel Post Assn; Andi Emerson of Eugene Stevens, Inc., New York, specialist in planning item mail order; Tony Ku-

han of Swiss Colony, Monroe, Wisconsin, expert in overhead and operating expenses; Ed Kitch of Lemarge Mail Service, and Robert Stone, National Research Bureau, both from Chicago.

Others included in the series are a Pharmaceutical and Advertising Agency Workshop scheduled for November 10 and December 1, respectively, in New York.

Plans also call for a Fund Raisers, Circulation, Industrial (Pittsburgh), and Production Workshop monthly from February through May.

All these programs are in line with the DMAA's policy of bringing more services directly to its members.

1957 DM LEADERS WOW IN SYDNEY



The 1957 Direct Mail Leaders Exhibit went on display recently at the new Graphic Arts Service Centre (above) in Sydney, Australia.

Jim Adams, Sales Promotion Manager for B. J. Ball Ltd., sponsors of the Centre, reported the exhibit drew an "enthusiastic reception from hundreds of advertisers, agency representatives and printers."

Included among the '57 Leaders, which will next be displayed in Brisbane, are I.B.M., Milwaukee Dustless Brush and Sunkist campaigns.

While the Sydney exhibit netted DMAA five new Australian members, in addition to six already on the rolls, it served to emphasize growing interest in mail advertising overseas.

Fifty six DMAA members, including seven each from England and Holland, five from Japan, come from 17 overseas countries.

Six Executives Nominated for DMAA Board of Governors

Each year six leading executives of the direct mail industry are nominated to fill vacancies of retiring members of the DMAA's Board of Governors. Among those up for election this year at the Annual Business Meeting, Monday, Sept. 14, in Montreal:



HARDT

The Grit Printing Company's **Gifford M. Booth, Jr.**, became president in 1953, and changed his plant from straight printing to direct mail production the same year. That year he also earned his flying license. Grit's production manager, comptroller and Booth often drop out of the Kansas sky to transact business with old or prospective customers. He began his career with the company at the age of 12. After earning his master's degree in 1933, he was moved up to production manager; in 1946 to Sales Manager; in 1949 to General Manager. He is on the Board of Directors of the Printing Industry of America, the International Committee and the National Council of the Y.M.C.A.

Dan Hardt is sales manager of business papers for the Kimberly-Clark Corp. Except for five years in the army as colonel (32nd Infantry Division), he has been associated with the paper industry since 1926, when he went to work for the Neenah Paper Co. in Wisconsin. In 1956, he was vice-president in charge of sales and advertising, when Kimberly-Clark acquired Neenah, he was made sales manager of business papers.



MALONEY

Alcoa's **James J. (for Joseph) Maloney** is an advertising production manager who has earned the friendship of many suppliers who pass through his door. He and his staff have produced much of Alcoa's prize-winning literature for the nation's leading aluminum supplier. A native of Pittsburgh, Jim daily supervises advertising production and literature distribution with a staff of from 12 to 14 people. Jim has more than 22 years advertising experience in both the creative and production ends of the business. He is a member of the National Industrial Advertisers Assn. An avid Pirates fan, he can be found at every night home game his schedule permits.

W. MacFarland Beresford is executive vice-president and sales director of James Gray Inc., a leading direct mail organization in New York City. Known to many in the industry as simply "Mack," he is one of three men who own and run the company. In direct mail since 1923, when he joined James Gray Inc., he has worked on various DMAA committees and has written many articles for the trade press. As a top salesman of his company for many years, "Mack" knows what customers expect in the way of lithography, printing and mailing services. Off the job, he has gained a reputation as an amateur magician and is a member of three professional organizations in this field.

Vice-President **Robert N. deSombre**, of Gulf Publishing Co., is in charge of the editorial department of three industrial magazines—World Oil, Petroleum Refiner and Pipeline Industry. He started with the company nine years ago, after working on the staff of the Kiplinger Washington Letter in his native Washington, D.C. In 1956, he was promoted from circulation manager to vp. He lives with his wife and three children in Houston, Texas, where the company operates.

Creative Mailing Service of Freeport, L.I., has as its president and founder, **Bernard Fixler**. He began the company, which specializes in mailing list compilation, mass mailing and addressing, after being mustered out of the U.S. Army as a captain in the Medical Administrative Corps, in 1946. Before he donned a khaki uniform, he earned a B.A. from Hofstra College, one of the youngest and largest colleges in the country. He is vice president of the New York chapter of the Mail Advertising Service Assn. and member of Associated Third Class Users.



FIXLER



de SOMBRE



BOOTH



BERESFORD

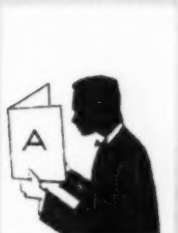
Fine Printing



adds to your



direct mail campaign



Planning

Copywriting

Design and Typography

Composition

Photoengraving

Plate Making

Black and Multi-color printing

—Letterpress

—Gravure

—Offset

Binding

Mailing and Shipping

New York
Printers Sales Co.—

Columbus 5-5544

Philadelphia—G Arfield 6-6500

Los Angeles—L Udlow 3-3451

Milwaukee—B Roadway 6-5340

Cleveland—C Herry 1-3915

Minneapolis—F Ederat 9-2234

Cambridge—K Irkland 7-9600

Kokomo—G Ladstone 7-1111

Fine printing is yours at the Cuneo Press, where skilled craftsmanship joins with modern equipment to produce the ultimate in advertising literature.

Your sales promotion pieces can be produced in multi-color or in black and white, by letterpress, offset, or rotogravure printing.

Ask your Cuneo representative (or call your nearest sales office) to give you the details on rotogravure color printing from 4-color offset

positives and/or letterpress engravings.

You can have gatefolds and folded broadsides produced on multi-color rotary letterpresses, more perfect 4-color register by centrifugal pressure cast plates, and short run offset printing by direct image. Imprinting of saddle stitched brochures is automatic.

Large job or small job, whatever your own printing or binding job may be . . . contact a Cuneo representative.

The Cuneo Press, Inc.



2242 South Grove St., Chicago 16, Ill. Victory 2-2100

UPGRADING LETTER COPY

by Paul J. Bringe

USSR Illustrated Monthly
1706 Eighteenth Street, N.W.
Washington 9, D.C.

April, 1959

The Russian Embassy needs help with its direct mail. Perhaps some of you Washington readers will want to lend a hand in the interest of good relations.

This letter is worth a careful going over for what it can teach us. The next time you need a questionnaire letter check this and you will know what to avoid.

There are four obvious errors. One is the typewritten letterhead. Surely the Russian government can afford to spend a little money to lend dignity to its message. The reader expects to see a well-designed letterhead—his attention to the message will be greatly influenced by his first impression. This letter (mimeographed) looks as though it might come from the Ladies Auxiliary of the local Marching and Chowder Society.

Second error is the date. This says April, 1959, yet I received it on August 3. I'll agree third class mail is slow at times but not that slow. You can make a safe bet that most of your mail will be delivered in 30 days. Anything later than that earns you the right to complain to Mr. Summerfield. I cannot think of a plausible explanation for that April dating.

Third error is the heading, "To Our Subscribers." This violates one of the first precepts of good letters—keep it *personal, personal, personal*. I don't ever want to be addressed as part of a group. I am a unique individual. No one like me has ever lived before on this earth or ever will again. This is a human conceit we are all saddled with but it also happens to be true. When you write talk directly to me—not to thousands like me, but to me alone.

The fourth error is really the same as the third. It is the signature, or lack of it, at the end of the letter. Here we discover this is not from one person but from a whole Board. Do you suppose the group took turns dictating it? This might be a Russian idea of how democracy works. It could be that the entire Editorial Board had a hand in writing this letter—that happens sometimes in American business too. This method

TO OUR SUBSCRIBERS:

USSR Illustrated Monthly will soon be three years old. Since birthdays are traditionally a time for evaluation, the editorial board would like to ask subscribers at this time for their personal appraisal of the publication.

Written comments on the magazine's general appearance and contents, including the subscriber's opinions of its layout and the quality of its photographs and articles, would be appreciated.

It would also be helpful if subscribers would make specific suggestions on the kind of topics they would like to see included in the magazine, what features or departments they believe would improve its usefulness.

Suggestions and criticisms should be mailed to the editorial board at the above address. We shall be grateful for this assistance and hope that it will be useful in helping us to produce a more effective and interesting magazine for our growing list of readers.

Sincerely,

EDITORIAL BOARD

is unique—it never fails to produce a monstrosity.

So much for the technicalities. The letter is written in understandable English but there are two words in the first sentence, "evaluation" and "appraisal" that make me think the writer has some good old Washington, D. C. brand of bureaucratic training. These words just naturally ride the grooves of the bureaucratic mind. You and I may judge something but he evaluates—and if he must evaluate again in the same sentence, he doesn't, he appraises.

Nowhere in this letter does the writer directly address the reader. He never says "you." He says "subscribers" and continues to talk in the plural. In fact, he does not talk about an individual anywhere—it's the Editorial Board talking to subscribers, never A talking to B. This letter is about as personal as skywriting.

Is it possible for this letter to pull the 25 to 30% reply that can reasonably be expected from a questionnaire? Not in this country, where the privilege of filling the wastebasket is

jealously guarded. The Editorial Board may not believe it but it is well established that a certain portion of the population even throws letters away unopened. Just how many are guilty of this neglect of their citizen's duty is not exactly known. It is believed, however, that greater attention can be secured from this group (decadent no doubt) by using an attractive, colorful envelope, an interesting letterhead and by speaking to them as a man would talk to his neighbor—not as a Board would talk to the citizens.

The main fault of the letter is that it imposes too big a task on the reader. He is not asked specific yes or no questions—he is asked to write a thesis. He is also expected to furnish his own envelope and stamp since nothing was enclosed. In return for all this effort he is offered the possibility that the magazine will be made more interesting "for our growing list of readers." The reader is not interested in a growing list of anything—he is interested in him-

(Continued on Page 73)



Merry Christmas

Meet a new member of the
ARTHUR THOMPSON
Seasonal Stationery line

You will find that these full-color Letterheads will put snap and crackle into Christmas letters. Letters on this luxurious natural-color stationery exude the Christmas Spirit. Thus—they are not just letters—but individually-designed promotion pieces.

This insert is one of the designs in the complete line of the Arthur Thompson Stationery displayed in the new 1959 Fall and Christmas Portfolio. This Portfolio features:

- Full-color lithographed Letterheads for Fall, Thanksgiving and Christmas
- Steel engraved Letterheads for Christmas
- Suggested Letter Copy for Thanksgiving and Christmas and Christmas Card Verse.
- Natural-color lithographed Christmas cards and envelopes
- Popular high-gloss type Christmas Cards

Ask your nearest Arthur Thompson distributor for a complimentary copy of the 1959 Fall and Christmas PORTFOLIO—you will like the results.

... LISTED ON THE OPPOSITE SIDE



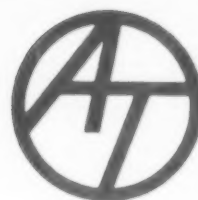
ARTHUR THOMPSON & CO.

109 MARKET PLACE • BALTIMORE 2, MD.

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NATIONALLY DISTRIBUTED



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East Hartford, Conn.	John Carter & Co.	San Francisco, Calif.	Banco Corp. Ltd.
Fort Wayne, Ind.	Millcraft Paper Co.	St. Louis, Mo.	Tobey Fine Papers
Fort Worth, Texas	Clampitt Paper Co.	Savannah, Ga.	Atlantic Paper Co.
Havana, Cuba	Aurelio Garcia Dulzaides	Shreveport, La.	Louisiana Paper Co.
Houston, Texas	Clampitt Paper Co.	Springfield, Mass.	John Carter & Co.
Jackson, Miss.	Townsend Paper Co.	Tallahassee, Fla.	Capitol Paper Co.
Jacksonville, Fla.	Jacksonville Paper Co.	Tampa, Fla.	Tampa Paper Co.
Jamestown, N. Y.	Millcraft Paper Co.	Texarkana, Texas	Louisiana Paper Co.
Kansas City, Mo.	Strahm Letter Co.	Toledo, Ohio	Millcraft Paper Co.
Knoxville, Tenn.	Graham Paper Co.	Toronto, Ont.	Whyte-Hooke Papers
Lakeland, Fla.	Lakeland Paper Co.	Tyler, Texas	Etex Paper Co.
Little Rock, Ark.	Arkansas Paper Co.	Vancouver, B. C.	Columbia Paper Co.
Longview, Texas	Etex Paper Co.	Washington, D. C.	Barton, Duer & Koch Paper Co.
Louisville, Ky.	Graham Paper Co.	Woodstock, Vt.	John Carter & Co.
Macon, Ga.	Macon Paper Co.	Worcester, Mass.	A. B. Dick Products Co.
Memphis, Tenn.	Graham Paper Co.		



ARTHUR THOMPSON & CO.

109 MARKET PLACE
BALTIMORE 2, MD.

Upgrading Letter Copy

(Continued from Page 70)

self. If you want an answer to your questions you had better appeal to your reader emotionally or offer him a positive reward immediately. Or, alternatively, make the task of answering so easy that he cannot refuse and still remain a gentleman.

I suspect this letter is not seeking the reader's opinion but rather testimonials to be used for propaganda back home. Either way, the results are bound to be negligible.

When you write a questionnaire ask for answers that can be checked in a box—provide a return envelope postpaid—and give the reader a selfish reason to respond. And don't go much beyond ten questions—that's about as long as any of us can concentrate on one subject.

THE COPYWRITER'S GUIDE

After about three years of intensive and sometimes discouraging work, Elbrun Rochford French has seen her Copywriter's Guide reach the light of day . . . with Harper & Brothers (49 E. 33rd St., New York 16, N. Y.) as the publisher. It is a big book with a big price (for business volumes). There are 536 pages . . . weighing exactly two pounds and six ounces. There are thirty-five chapters divided into five sections. Thirty-four prominent advertising people wrote the various chapters, which cover all fields of advertising . . . the copy parts.

Naturally, in a book of this kind . . . there can't be much sequence of thought. There is little connection or associated thought between one expert-author and another. It's more like the annual refresher course run by the Advertising Club of New York, where none of the individual speakers meet each other. So there are bound to be contradictions or conflicts on how this or that should be done.

Direct mail and mail order are ably represented by such well-known personalities as William Baring-Gould, Janet Gibbs, Bob Chase, John Yeck, Orville (Bus) Reed and Victor Schwab. All of their material has a familiar ring, which convinces us again that direct mail writers are more down-to-earth and take themselves less seriously than those in the highfalutin realms of glamorized ad-

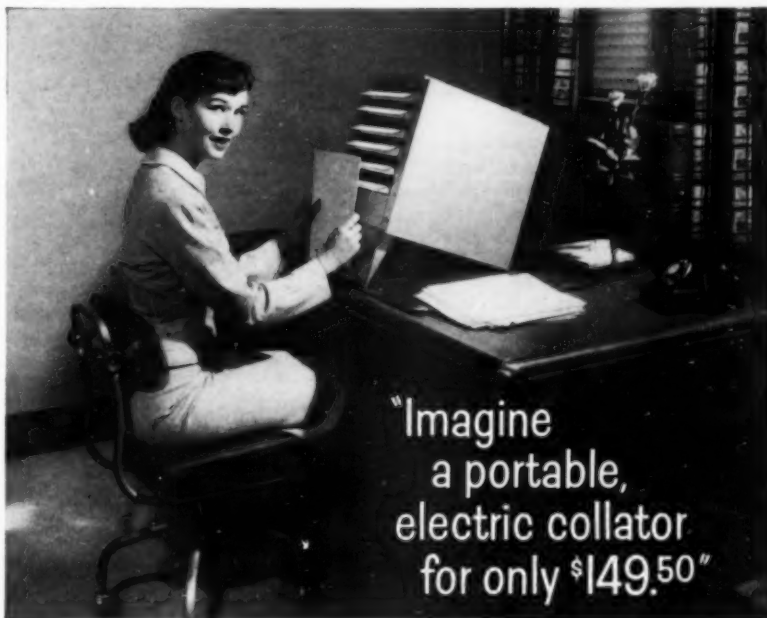
vertising.

Elbrun French will be remembered as the one-time most efficient librarian of the Direct Mail Advertising Assn. She must have had a whale of a time getting all the material together for this convention in print. Her labors alone should be worth the price of \$11.95.

Perhaps her best contribution to the training of future copywriters is her own chapter (29), "From the Horse's Mouth." In 55 pages, she reports on a survey conducted among more than 200 advertising men and

women. Some of it by mail; others by personal interview. Makes fascinating reading when after statistical counts are given, Elbrun digests into one paragraph items the opinions of experts under each question.

You may not agree with everything that is written in this guide, but you'll have to admit that it covers just about every possible angle of the subject of copywriting for advertising. In other words, you pay your money and takes your pick of whose advice to follow. You might have a better idea yourself.



"Imagine
a portable,
electric collator
for only \$149.50"

the NEW Thomas "Desk-Top" Collator

Now for the first time a completely electric collator that is priced within the reach of every office . . . actually *half the price* of anything on the market. Yet, this new Thomas has the capacity to handle 8½ x 11 sheets of most tissue, onionskin, one-time carbon, bond, mimeo and even ⅛" cardboard. It's portable, light weight and extremely simple to operate. A flip of the switch and the tiresome time-consuming task of gathering pages into sets becomes an efficient, effortless job . . . *that's almost fun!*

Mail coupon . . . or ask your own stationer or office equipment dealer to make arrangements for a free demonstration.



THOMAS COLLATORS INC.

Thomas Collators Inc. Dept. W
100 Church Street, N. Y., N. Y.

- ☐ Sounds good . . . send literature!
☐ I'd also like a free demonstration.

NAME _____ (please print)

COMPANY _____

ADDRESS _____

CITY _____ STATE _____



"Reed-able Copy"

A Monthly Clinic Conducted by Orville Reed

How To Attend a Convention

You can find "How to . . ." books and articles in every book store, newsstand, library or wherenot.

Anything you happen to want to know there's an expert ready, willing, and articulate. The chances are he's written a book about the very thing you're interested in — from raising alligators, teaching a dog to lie down, roll over, and bark for his meal, or winning the girl of your dreams.

Now at long last, in response to an over-whelming demand (Pete Hoke told me he'd let me do it) here's the low-down on how to attend a convention.

That's a tentative title. And here's the tentative sub-head . . . A DMAA CONVENTION, THAT IS.

I'll skip the preliminary details, such as deciding what to pack, whether to fly, go by rail, or drive. No use trying to help you make the decision whether to take your wife with you or leave her home wondering. I'll just assume you've solved all those little problems, and you're here.

Now, why are you here?

People go to DMAA conventions for a wide variety of reasons. Some go to get away from the daily grind for a few days and because their boss gives them a generous expense account. Others go to do a little two-fisted drinking and tune up their pipes on "Sweet Adeline." Still others go to meet people with interests similar to theirs. A few make the trip to get information they can use to upgrade their own direct mail. Others to appear on panels or to make a speech.

All are good reasons. Observers tell me there are a few who attend every meeting, hear every speech and write down as much of what they hear and see as a flying pencil can record. They pick up samples from

the display booths. They talk to the speakers and panelists after meetings. They record words of wisdom, ask questions. Then they go home and sift out all they can from their hurriedly scribbled notes and begin applying what they have learned to their own direct mail.

We'll not dwell on the dilettantes who attend to get away from the daily grind or tune up their tonsils, or the experts who appear on panels or make speeches. These will no doubt be in the minority. So, let's talk about the serious convention-attenders who come to learn, to get help, to hear the experts, and TAKE NOTES.

Here's Why Not

Be warned — the taking of notes is one of the most dangerous pitfalls of convention attending. Here's why. Speaker Joe Doakes makes a rousing speech about mail order. He uses slides to illustrate a campaign which has been highly successful in selling fascinated widgets to a selected group of one-arm paper hangers. He shows highly colored illustrations of the folders, and he flashes letters on the screen. He shows results of a test that proved that mailing his direct mail in a pink envelope pulled .004% better than the same copy mailed in a blue envelope. So you write that down.

Another speaker quotes the first paragraph of a letter that pulled inquiries to the tune of 43%. Here's the opening sentence: "You're very lucky this letter dropped on your desk this morning . . ." So you write that down. Or, if the speaker talks too fast you buttonhole him after his oration, ask him for a copy of the letter that pulled 43% inquiries, and you copy down that magic first sentence. Then when you get home you order a big batch of pink envelopes and you start writing a letter using the opening:

"You've very lucky, etc., etc." You mail it out. You wait for the inquiries to flow in. But something must have happened. Maybe you copied down that miracle sentence wrong. Or maybe your envelopes aren't the right shade of pink.

Here's the first warning to convention-eats: LEARN TO LISTEN SELECTIVELY.

Results of tests, samples of copy and "packages" tested are important. But they are not to be adopted WHOLE. Even if the product or service you are promoting is the same as the product or service used on the tests, you can't be sure that copying the same elements in your direct mail will bring you the same results.

That should go without saying. But so many things that go without saying should be said. Your timing will be different. Your results will be different.

If you know how to listen selectively, you'll be looking for ideas you can adapt — not copy you can steal, or, uh, adopt. You'll be looking for techniques that have proved successful — ideas you can adapt.

Don't Copy

But don't write down lead sentences with the idea of using them verbatim in your letters. Don't write down closing appeals with the idea "Oh, boy! I'll use this in my next letter." Screen out the ideas that sound good to you. And when you get home adapt them to your own tests.

If you are here to get cut and dried solutions to your problems — to copy what the experts say, then go back home and do the same thing, you're going to find yourself in trouble. Unless you learn to listen selectively, you'll come away more confused than when you arrived.

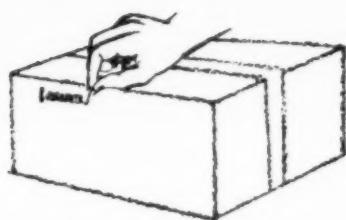
One speaker has had wonderful



The Bond of Natural Strength...

Whether yachtsman or swan, smooth sailing is certainly necessary for a speedy, trouble-free voyage. And whether printing executive or production man, smooth sailing is the essential ingredient in modern, high speed press production. To assure smooth, high speed printing qualities in SNOWLAND BOND, Fraser technicians scientifically control the papermaking process from forest to finishing room. When you need a paper with inborn smooth sailing printability, specify SNOWLAND "the bond of natural strength." Stocked and sold by leading merchants.

SNOWLAND BOND



INTRODUCING: for the convenience of small press operators, the new easy opening zip tape junior carton.

it's a Fraser Paper!

For Business Forms, Commercial Printing, Converting Processes, Publications, Catalogues, Directories, and our Snowland family of Fine Printing Papers.

FRASER PAPER, LIMITED

Sales Offices: NEW YORK, CHICAGO Mills: MADAWASKA, MAINE

results from the use of gadgets. Another frowns on gadgets. One speaker uses narrative type copy. Another suggests the use of straight "reason why" copy. One speaker gets results from the mailing of a folder without a covering letter. Another contends that his tests show he gets better results when he mails a letter along with the folder to motivate the prospect.

One speaker uses a series of 6 pieces to accomplish his purpose. Another finds he can do his job with two mailings. Still another mails every month, year in and year out, to the

same list and gets profitable results.

What your voluminous notes will simmer down to is a lot of ideas for you to try.

You may be selling machine tools. A speaker may spend 15 or 20 minutes analyzing a campaign to sell Florida oranges. Some of the ideas about selling oranges might be adaptable to the selling of machine tools. Basic ideas. So don't try to steal (there, I said it and I'm glad) — try to adapt.

The Max Sackheims, the Paul Bringes, the Max Rosses, the Bob Stones, the Henry Hokes (Sr. & Jr.),

the Doug Mahoneys, the Joe Russakoffs, the Bob Cramers, the Horace Nahms, the Leonard Raymonds, the Boyce Morgans, the Jim Moselys — the list is endless — all successful in conceiving, planning and writing direct mail that pays off, give generously of their time, their ideas, their experiences. They'll freely tell what has worked for them and what hasn't. And they try to tell why. They have no "secrets." They'll show you copy. They'll explain the results of tests. They'll give you from-the-horse's-mouth dope on mailing lists, format.

It's all there — not to copy, not to purloin, but to tuck away in your mind or in your notes as inspiration and guidance when you get back home and go to work to upgrade your direct mail and make it pay you a better profit.

They'll give you ideas that have stood the test of experience. You'll have an opportunity to get to know these successful direct mail people personally.

Unlike most conventions of this kind you'll find many smoke-filled rooms where conviviality runs high, but also where the main topic of discussion is direct mail. It's here you get down to cases with other users of direct mail. You discuss your common problems. If this is your first convention you'll be struck with one thing — everyone gives freely of his ideas.

Visit Around

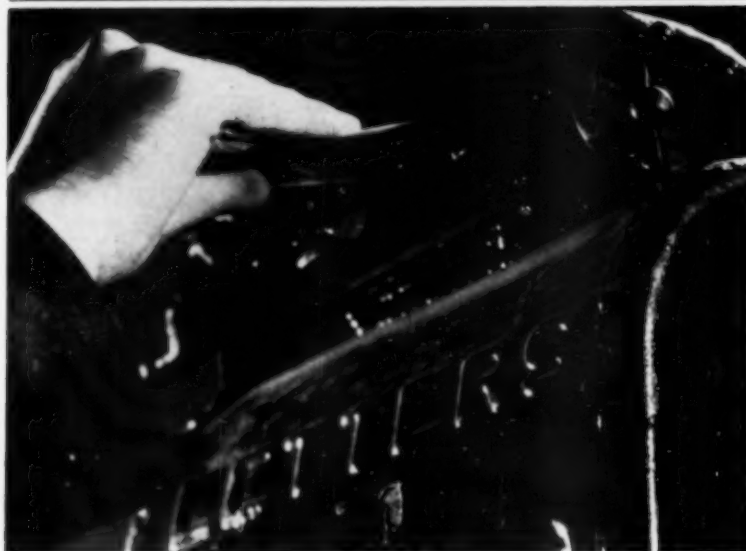
If you will take the time and trouble to visit the "open house" rooms, you'll learn as much about direct mail and how it is successfully used as you will from the speeches and panels.

The Circles of Information gives you another opportunity to discuss your specific problems with someone who knows what he's talking about — someone who may not have all the answers for you, but at least will inspire you and put his experience to work on your problem.

I've attended many conventions — both as speaker and as a member of panels. But at none of these conventions have I found the spirit of helpfulness that seems to permeate DMAA. It's a broadening experience. It helps you recharge your mental batteries. Ideas float around by the dozens. You can take away from this convention enough ideas, enough inspiration, enough good, solid, practical, down-to-earth facts, figures, and how-to stuff to keep you going until the next convention rolls around. ●

Specialists in ENVELOPES

every kind... for every need



Outstanding for Designing
and Special Services



- CORRESPONDENCE
- OFFICE USES & MAILING
- POSTAGE-SAVER
- WINDOW
- AIR MAIL
- BUSINESS REPLY
- REMITTANCE
- OPEN END CATALOG
- OPEN SIDE BOOKLET
- PACKAGING

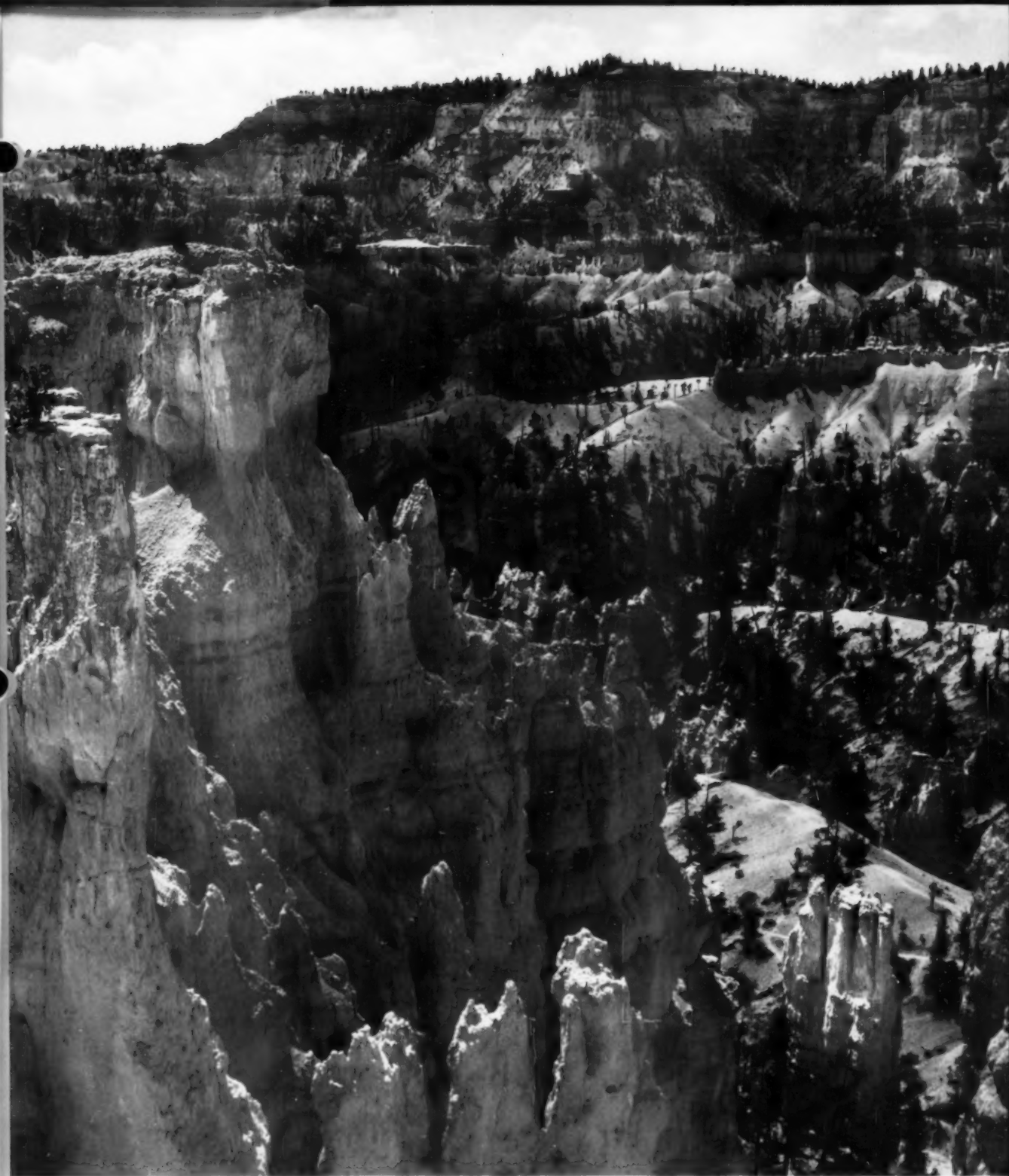
THESE ARE BUT A FEW OF THE
MANY ENVELOPES WE MANUFACTURE



THE HOUSE OF ENVELOPES... AND ENVELOPE IDEAS

GARDEN CITY ENVELOPE Co.

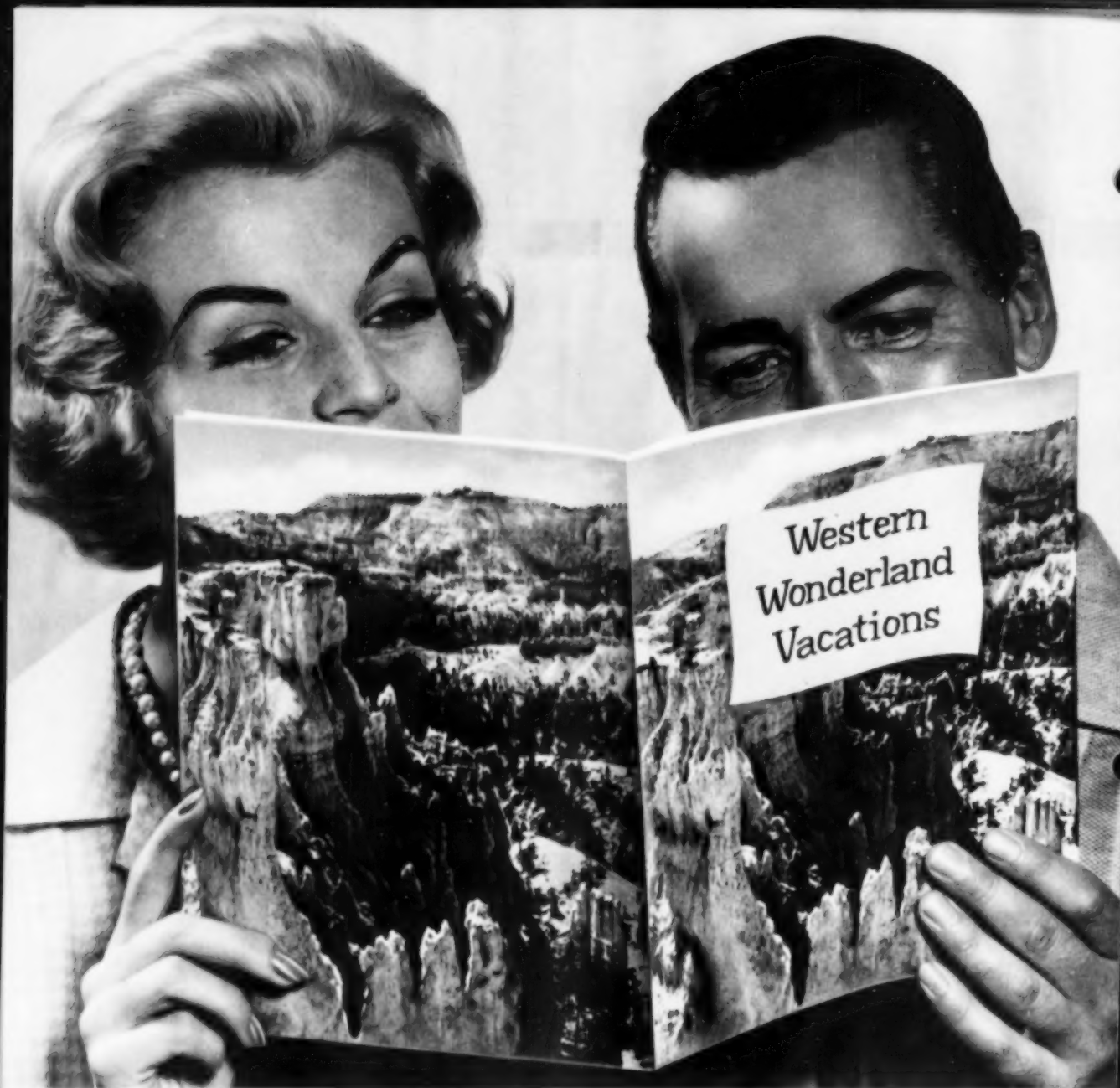
3001 N. ROCKWELL ST. • CHICAGO 18, ILLINOIS • PHONE CORNELIA 7-3600



REPRODUCED IN 4 COLORS BY OFFSET LITHOGRAPHY ON TICONDEROGA OFFSET, BASIS 80. SHEET SIZE 39 X 59. PRINTED 18 UP AT 4,000 IPH.

Doesn't this make you want to pack your bags and go?

This striking reproduction of a photograph by Robert Chase is printed on Ticonderoga Offset, one of America's new *first family of fine papers* by International Paper. —>



Your good printing—on our good International Papers— can speed millions on their way to faraway places

ON THIS INSERT we demonstrate the two best reasons for using Ticonderoga Offset. On the other side, the flashing *four-color* reproduction. On this side, the needle-sharp reproduction in dramatic *black and white*.

Notice how *true to life* the colors are. That's the result of Ticonderoga Offset's new improved shade of true white. See how evenly the colors are distributed.

That's the result of Ticonderoga Offset's remarkably *level* surface.

For outstanding press performance and beautiful results—especially where economy is a factor—you just can't do better than Ticonderoga Offset. Leading offset lithographers the country over agree that Ticonderoga Offset is ideal for brochures, catalogs, cook books, pamphlets, prospectuses, annual reports, envelope stuffers,

broadslides—and mailing pieces of all kinds.

Ticonderoga Offset is now available in a new improved *true white* in 10 sizes and five weights, standard finish. Seven fancy finishes to order.

Ask your paper merchant for the new sample book of Ticonderoga Offset and information concerning the other top-quality printing papers in International Paper's new *first family of fine papers*.

Zero in on Your Market

... by electronic selection of the size and type of business
you want to reach in each of your sales territories.

STATE

COUNTY CODE
enables you to select lists by sales territories. "Key To County Codes" furnished free on request.

POST OFFICE

POSTAL ZONES
in all 106 cities to assure more accurate and speedier delivery.

POPULATION CODE
lets you select the town size you want to reach.

CODE = POPULATION

0	under 1,000
1	1,000 to 2,500
2	2,500 to 5,000
3	5,000 to 10,000
4	10,000 to 25,000
5	25,000 to 50,000
6	50,000 to 100,000
7	100,000 to 250,000
8	250,000 to 500,000
9	over 500,000

BRANCHES
(indicated by asterisk) are included in listings when they purchase independently of main headquarters. Chain outlets are not included.

FIRM NAME
Select from more than 2,500,000 active business firms on IBM cards.

INDUSTRY CODE
indicates exact type of business. Select only those you want to reach. "Key To Industry Codes" furnished free on request.

FINANCIAL STRENGTH CODE
permits selections on the basis of business size.

CODE = FINANCIAL STRENGTH

1	\$500,000 and over
2	200,000 to \$500,000
3	75,000 to 200,000
4	35,000 to 75,000
5	20,000 to 35,000
6	10,000 to 20,000
7	5,000 to 10,000
8	below 5,000
9	No information on Financial Strength

STREET ADDRESSES
appear wherever necessary.

EXAMPLE:

N J 07 3 CALDWELL
10 0 CALIFON
04 7 CAMDEN 4

9 5052* WELSH FARMS INC
1 5052 B R WALDRON & SONS CO
5 3971 A & A PLASTICS INC

PASSAIC&FAIRFIELD
856 FERRY AVE

FULL STATISTICAL INFORMATION FOR MARKET ANALYSIS INCLUDED.
COMPLETE FACILITIES IN NEW YORK, CHICAGO OR SAN FRANCISCO. ADDRESSING DIRECTLY ON:

ENVELOPES
up to 9" x 12" in size.

ORDER FORMS
Codes indicating business type and size, and town size included as part of address at no extra cost.

SELF MAILERS
and small catalogues up to 9" x 12" in size.

GUMMED LABELS
usually come individually cut and in geographical order at no extra cost.

LISTING SHEETS
show County Code, Population Code, Postal Zone, Financial Strength Code and Industry Code as well as firm name and address.

IBM CARDS
or
3" x 5" CARDS.

ALL LISTS CONTINUOUSLY REVISED, ADDED TO AND KEPT UP-TO-DATE.

NATIONAL BUSINESS LISTS ASSOCIATES

W. E. WATSON CORP.
23 Hanse Avenue
Freeport, New York
Freeport 9-8312

NATIONAL BUSINESS LISTS
162 N. Franklin Street
Chicago 6, Illinois
Franklin 2-0653

THE ELECTRONIC MAILING HOUSE
A Div. of Blum's Direct Advertising Agency, Inc.
809 Mission Street
San Francisco 3, California
GARfield 1-1066

MAIN STREET

(Continued from Page 45)

interesting, less than that think advertising is *pleasant*. But—and this is a little frightening—only six of our twenty think advertising, on the whole is *truthful*. And what should we be doing about that?

If all advertising were to disappear, would they miss it? Yes, on the whole. They'd miss it most in magazines. Almost as much in newspapers. Most of them think they wouldn't miss it on TV. But one reconsidered even on that—"If there weren't any ads, I wouldn't get any

break to get a bottle of pop or a dip of ice cream."

Does any of this matter? Not a lot. Most of us know, when we come right down to it, that advertising is not the earthshaking preoccupation to our public that it is to us. We know that advertising is not now and never has been a product in and of itself. It is a means of communication between people who make things and people who need things—and it is as good or as bad as the products it presents and the way you present them.

But if the way we present them fails to seem pleasant, interesting,

helpful, and above all *truthful*—then as a means of communication it seems to me it's falling down.

Who is getting his message across to Sauk Centre? The editor of the local paper. He knows what to put on the front page. A barn that burns. 89 telephones added to the Sauk Centre exchange. Deaths, Revivals. Fertilizer meeting at City Hall. Fire destroys chicken house. First Robin—a nice plump robin in the front yard of a house on Long Lake on New Year's Day. Wouldn't YOU like to go home to Sauk Centre?

But perhaps Sinclair Lewis was right all the time. Perhaps there is something peculiar about Sauk Centre. I went back to other Main Streets. I sent a list of questions to women in towns from the East Coast to the West. I got answers from fifty women. Found out one thing. Ask them about *advertising*—and they think of TV. Ask them where they'd *miss* advertising—and they think of newspapers or magazines. Do they look at advertising on TV? Occasionally. Do they look at ads in magazines? A little more regularly. Do they think advertising is helpful? Occasionally. Interesting? Occasionally. Pleasant? Occasionally. Truthful? This is in doubt. Factual? More doubt. "The facts in the ads may be true. The presentation is misleading." "I never put too much faith in those statistics."

What ads do they like? The list is fairly long. But it's pretty close to Main Street's—good humored ads like Piel's Beer and Emily Tip and Maypo Cereal and Cocoa Puffs and Mott's Apple Juice and Lifesavers. Ads with nice pictures like the Campbell's Soup children and ads with recipes and yummy-looking food. Helpful ads like Betty Crocker and nine ways to use Cling Peaches. Understanding ads like the Scott Paper headline "If you think *he's* tired, you ought to see his mother." And refreshing ads. And that great big book by Ford.

What ads do they dislike. Echoes of a hundred Main Streets. They dislike or they say they dislike that man who thinks for himself. And the girl who drenches herself in luxury. And the diagrams about digestion and liver bile. And shrill highpitched ads, and insistent ads. "I wish that baseball would break right through that shield and ruin everything once and for all." And those happy, happy kitchen ads—nobody could be all that happy." And ads that tell my children to TELL your mother. And slangy ads like the best darn bloomp-

Are You on Our List?



TO RECEIVE THIS SPECIAL SERIES OF STUDIES ON EFFICIENT
AND PROFITABLE MAILING LIST PRACTICES AND PROCEDURES?

THE FUNCTION OF MAILING LISTS IN DIRECT MAIL ADVERTISING

If you are interested in making your direct mail more efficient and profitable . . . if you would like to know how to earn maximum income from your own mailing lists . . . then you will want these important studies which are being sponsored by PLANNED CIRCULATION as a special service to mailing list users and owners.

The first two booklets in the series have already been mailed to our clients and additional studies — on testing . . . house lists . . . etc. — are now in preparation.

If you want to receive these studies, just phone or drop us a line. The booklets are free . . . no obligation, of course.

PLANNED CIRCULATION

Mary Bertha McGuire, Owner

A LIST BROKER DEDICATED TO THE CLIENT'S INTERESTS

19 West 44 Street

New York 36, N. Y.

MUrray Hill 7-4158

The item below, reprinted in its entirety from the Congressional Record, is presented to make absolutely clear our stand on a much publicized and serious problem:



United States
of America

Congressional Record

PROCEEDINGS AND DEBATES OF THE 86th CONGRESS, FIRST SESSION

Mailing List Brokers Pledge Fight Against Misuse of Lists by Peddlers of Pornog- raphy

EXTENSION OF REMARKS
OF

HON. KATHRYN E. GRANAHAH
OF PENNSYLVANIA

IN THE HOUSE OF REPRESENTATIVES
Tuesday, July 21, 1959

Mrs. GRANAHAH. Mr. Speaker, in the hearings and investigations of the Postal Operations Subcommittee of the Committee on Post Office and Civil Service into the vast flood of pornography being distributed by mail, we quickly determined that many of the young victims of this vicious racket received the material through the mail after having been placed on the mailing lists of presumably legitimate mail order firms. It therefore was obvious that the smut publishers were buying or renting all sorts of mailing lists, and particularly those containing the names of youngsters.

Under the circumstances, I am pleased and delighted to have received a letter from the president of the National Council of Mailing List Brokers outlining the vigorous opposition of that industry to the misuse of mailing lists by having them fall into the hands of publishers and distributors of obscene material.

I congratulate the organization for taking this position and I hope their members will carry through and devise tighter controls over the use of the mailing lists which they control. The letter to me, which I think will be of interest to all Members concerned over the pornography problem, is as follows:

NATIONAL COUNCIL OF
MAILING LIST BROKERS.
New York, N.Y., July 15, 1959.
The Honorable KATHRYN E. GRANAHAH,
Chairman, House of Representatives Subcom-
mittee on Postal Operations of the Com-
mittee on Post Office and Civil Service,
Washington, D.C.
WASH. CHAIRMAN: We want to congratu-
late you, the other members of the subcom-
mittee, Postmaster General Summerfield,

General Counsel Warburton, and Chief In-
spector Stephens for bringing this whole sub-
ject of pornography out into the open and
for your strenuous attack upon this evil.

On Wednesday, July 8, a member of the
National Council of Mailing List Brokers
called on Chief Inspector Stephens in an ef-
fort to gain an understanding of the pornog-
raphy problem. Mr. Stephens was very cour-
teous and helpful in explaining the problem
to him, and showed him an exhibit of por-
nography that has been gathered under Post-
master General Summerfield's direction.

The council member was so shocked at
this exhibit that an emergency meeting of
the Council of Mailing List Brokers was
called for the following day to decide on how
we might support the campaign against por-
nography.

The National Council of Mailing List
Brokers was organized in 1943 for the pur-
pose of improving the ethical standards for
the trading in mailing lists between owners
and users. The members of the council han-
dle the vast majority of mailing list rentals
in the United States. Over the years the
council has been a major factor in the im-
provement of the ethics and integrity of list
handling. The council has constantly striven
for high standards in direct mail, and every
member has always refused to accept orders
for mailings which he considered of color.

The distribution of such lewd and obscene
material has a debilitating effect upon family
life in the entire country. The availability of
this vicious material to children undoubtedly
contributes to the growth of juvenile delin-
quency. Every citizen, every businessman
should cooperate with all levels of govern-
ment to the end that pornography be
stamped out.

Your subcommittee may be certain that
we will do collectively what individual mem-
bers of the National Council of Mailing List
Brokers have done in the past: make every
effort to intercept and stop the dissemination
through the mails of any pornographic
matter.

Feel free, Madam Chairman, to call upon
us at any time if you have any suggestions
as to how we might further assist your com-
mittee in its task of eliminating the distribu-
tion of pornography.

Respectfully yours,
FELIX H. TYROLER, President.

EDITH DREY, Chairman.
ARTHUR MARTIN KARL,
Chairman, Postal Committee.

Members:

Archer-Bennett List Service, Inc.
140 West 55th Street
New York 19, N. Y.
JU 6-3748

George Bryant & Staff
71 Grand Avenue
Englewood, N. J.
MU 8-2651

Dependable Mailing Lists Inc.
381 Fourth Avenue
New York 16, N. Y.
OR 9-7140

Walter Drey, Inc.
257 Fourth Avenue
New York 10, N. Y.
OR 4-7061

Guild Company
160 Engle Street
Englewood, N. J.
BR 9-0461

Willis Madden, Inc.
215 Fourth Avenue
New York 3, N. Y.
SP 7-7460

Massy Mail Order List Service
38 Newbury Street
Boston 16, Mass.
CO 6-3380

Names Unlimited, Inc.
352 Fourth Avenue
New York 10, N. Y.
MU 6-2454

D. L. Nutwick Company
136 West 52nd Street
New York 19, N. Y.
CO 5-8616

People in Places, Inc.
41 Fifth Avenue
New York 3, N. Y.
GR 7-3774

William M. Pratt Assoc.
42 Main Street
Orange, N. J.
OR 7-1309

Roskam Company
43 & State Line, Box 885
Kansas City 41, Mo.
TA 2-1891

Walter Karl, Inc.
Armonk, N. Y.
FA 4-3336



NATIONAL COUNCIL OF MAILING LIST BROKERS

Mr. Felix Tyroler, President • 55 West 42nd Street, New York 36, N. Y. • PE 6-0615

MAIN STREET

(Continued from Page 80)

blooms in the neighborhood." We worry about slang on Main Street.

Okay. What does all this add up to? Something important. That it is easy to plan a product and wonder why it fails, if you haven't kept in touch with Main Street. It's easy to put together a market plan—but it doesn't do what you hope it will do—if it isn't geared to Main Street. It's easy to write an ad or a commercial or produce a show that falls flat on its face on Main Street.

Before we go another step—do one thing for me, will you? Take an old envelope and a pencil and write down *two* things. I want to show you how to be a mind-reader. Ready with your pencils. Answer just two questions. What are you *worrying* about this minute?

What are you *happiest* about this minute?

Okay. Put the papers back in your pocket. Let me read your mind. You wrote things like—worrying about how hot it is, worrying about your headache. Your tight shoes. Your health. Your job—your family. Your money. Real, immediate PERSONAL

worries.

What were you *happiest* about? That the sun is shining. That you got over your headache. That your tooth quit hurting. That you're feeling fine. Your health. Your job. Your family. Warm, personal intimate things. You didn't write, I'll bet a nickel, that you're worrying about Berlin or Iran or any national crisis. You didn't write that you're happy about your immortal soul or the brotherhood of man or the state of the nation. You wrote little warm, personal things—or you're in the wrong business. For that's the shortest way home to Main Street. To remember what people are thankful for. To remember what people are worried about. To remember that they're worrying and they're thankful about little warm personal things.

You think I'm making it up. You think I'm letting my grandmotherly emotions get the best of me? That's where you're wrong. For we asked Sauk Centre—what are you worrying about? And what are their worries? Little, warm, personal things. "The things I want to get done that I don't get done." "The Things and places I want to see that I can't see."

My golf score. My mother's health.

We asked Sauk Centre what they're *happy* about. And what did they say? Little, warm, personal things. Very good health and that comes first. Good health, Free country and a good job for my husband. I own my home, have fairly good health, a good husband and I have a good life. My son is coming for a summer vacation and I have good health. My studies of the Scripture and the world hereafter. I won \$150 last night and that will clear up some of my debts. Nice family, good home, good job.

That's the way it is in Sauk Centre. That's the way it is on Main Street. That's the way it is all across the face of the land.

Go home to Main Street, why don't you? Use your thinking time to find out what people are really like. You don't have to go far.

The only thing that matters is caring, deep caring. The way to make your plans and your products and your themes and your campaigns and your shows and your letters and your programs more solid, more effective, is to go back to Main Street, your

Greetings! From the President of

ALLISON MAILING LISTS CORPORATION

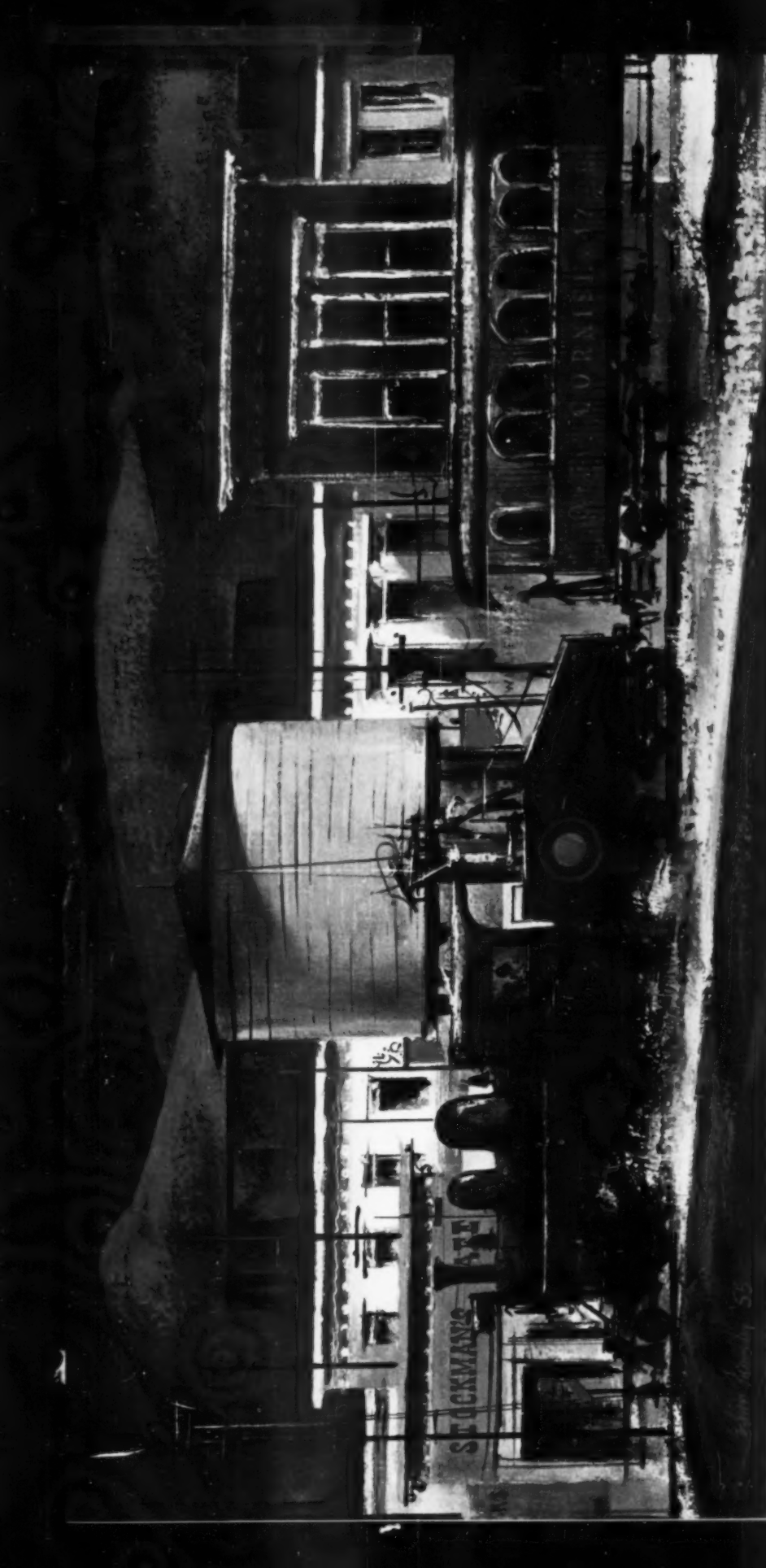
Welcome to the DMAA 1959 Montreal Convention

John P. Lindsey
President

Allison mailing lists corp.

806 Lexington Avenue • New York 21, N. Y. • TEmpleton 2-8430

COMPILING SPECIALISTS OF THOSE "DIFFICULT" LISTS



Printed on Maxwell Offset — Basis 80 — Wove Finish

Discoveries in American Art



...on Maxwell Offset

Credit the nostalgic authenticity of "Water-Stop", another Maxwell Offset discovery, to artist Edwin Fulwider's deep love for the great, wide west and to his acute perception of western lore. As Professor of Art at Miami University, Oxford, Ohio, his summer headquarters are an Idaho ghost mining town. Connoisseurs of printing will instantly recognize the excellence of this reproduction on Maxwell Offset. Should you settle for less?

HOWARD PAPER MILLS, Inc. • *Maxwell Paper Company Division* • Franklin, Ohio



"Well, there's one place they both agree!"

CONSIDERING the signature on this page you can probably guess at the area of agreement. HOWARD BOND.

HOWARD BOND satisfies the customer-minded, prospect-minded, public-minded officer because HOWARD BOND says "quality" in so

satisfactory a fashion. It has the looks, the feel, even the sound that represents a company very well.

And HOWARD satisfies the money-minded as well. For all its good looks and good value it is thrifty enough to use on all correspondence. It is

forever worthy of your company name and your signature, and worthy of your good business sense as well.

See samples. Your printer or paper merchant will show you HOWARD BOND in permanent white, and in its colors, too.

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

Howard Bond

"The Nation's

Business Paper"

Companion Lines: Howard Ledger • Howard Mimeograph

Howard Duplicate • Howard Posting Ledger

Printed on Maxwell Offset



Basis 50—Wove finish

MAIN STREET

(Continued from Page 82)

Main Street, your memory source of the things that are deepest and truest and greatest. Be the man or the woman you have it in you to be — and you won't be false to Main Street.

When your advertising sounds like you and looks like you, when your products reflect your own honest worth, when your own individual rugged integrity shines forth in every letter you write, when every paper and plan you touch bears the stamp of your own caring — then you can hold up your head on Main Street, you can create your own Madison Avenue, and the brand image of advertising and advertising men will be strong and sound and good.

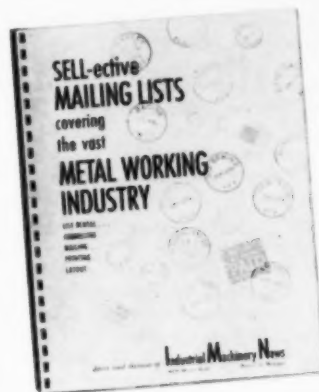
Keep your roots firmly planted on Main Street and you won't think of advertising in terms of "the look" or "the message" or any of our silly trade jargon. You'll run nothing up the flagpole to see who salutes. Nothing's been run up Main Street's flagpole since the time Charlie Johnson flew a pair of firemen's red pajamas from it last Hallowe'en. You'll remember that you owe Main Street as you owe your own family the honesty that goes deeper than truth, you owe Main Street a certain simplicity, humility, decency, you owe it advertising that has a comfortable, old-shoe feeling about it, advertising that talks the friendly way a man would talk sitting on the fence with a trusted friend and a bag of peanuts in his pocket.

Maybe Main Street isn't real. Maybe it has its seamy side. There's crime and there's delinquency and there's stupidity and vulgarity.

You know it. I know it.

But wouldn't advertising be a little better, wouldn't marketing plans be a little stronger, wouldn't everything you do be more effective, if you'd accept the Main Street that's *realer* than real — accept it as a challenge to deeper truth and honesty, to a richer measure of meaning and service, to a greater effort to know your customers better — the challenge of Main Street to you?

The future is a world limited only by our selves. The future is not stumbled upon. It is created out of words and acts. You can create a good future for advertising, for your products, for yourselves, you can make it an *unlimited* future, wherever you belong on Madison Avenue, by keeping in touch with Main Street.



If Plants In The METALWORKING FIELD

Are Among Your Prospects . . . You'll Want This Catalog

Now available! Direct Mail lists covering all types of metalworking plants . . . machine tool users, stamping and fabricating plants, foundries, structural steel fabricators, manufacturers of finished metal products, etc. . . S.I.C. selection! Choose the type and size plants you want to reach! Select the area you wish to cover! All lists are zoned for speedy postal handling and delivery! Catalog describes complete service.

OUR LISTS ARE CLEAN! THEY ARE USED SEVERAL TIMES EACH MONTH!

Write or Phone for Your FREE Copy

— DIRECT MAIL DIVISION OF —
Industrial Machinery News

16237 Meyers Rd. Detroit 35, Mich.
Phone: UNiversity 3-5811



LOVING CARE... AND UNDERSTANDING

Become vital factors in getting a complex mailing to the post office on time.

For 30 years, Advertisers Mailing Service, Inc. (Kane-Kiernan Organization) has speedily and efficiently handled the most detailed mailings for leading advertisers.

So, if your promotion activities get complex . . . need loving care and understanding . . . let Advertisers handle your next mailing.



MIMEO AND MULTIGRAPHING
PHOTO OFFSET • MAILING LIST
COMPILATIONS AND MAINTENANCE
HAND, TYPEWRITTEN AND AUTOMATIC
ADDRESSING • LETTER PROCESSING
MAIL HANDLING OPERATIONS
MAIL SURVEYS • CONTEST JUDGING

44 WEST 18TH STREET,
NEW YORK 11, N. Y.
ALONGUIN 5-4500

POWER OF DM

(Continued from Page 51)

Of course, we have one very great advantage over many list builders. As consultants to top management, we know—in varying degrees of intimacy—a great many management teams. We use this knowledge to develop the names of key individuals to whom we wish to present our story. In some companies, the President may make every major management decision, in others the key man or men may carry the title of Chairman of the Board, Chairman of the Executive Committee, Chief Executive Officer, Senior Vice President, Executive Vice President, Vice President-Finance, Executive Assistant to the President and so on. *Directories*

will not help you here, for titles can be very misleading and "front men" cannot be differentiated from "strong men." The title should not determine a name's inclusion or exclusion in regard to a mailing list. Only the job responsibility of particular interest is important.

At present, we're going a step further by developing actual biographies of key individuals on various mailing lists, indicating family status, hobby interests (Golf Clubs, Yacht Clubs, etc.), University and Business Association interests. In other words, all information about the individuals on our mailing lists is systematically cataloged for ready reference when a specific mailing may warrant such additional information.

Our basic theory is that really

good direct mail does not try to sell anything. It should, however, be designed to create a favorable image, impression or atmosphere. At best, it can pave the way for a follow-up "salesman," but it does not do the actual direct selling. Therefore, our attempt is to achieve a soft-sell promotional technique that is well-integrated in concept with the particular service that BP&A wants to sell its prospects in follow-up direct calls.

We also feel it is important for anyone designing direct mail campaigns not to kid himself. We start from the premise that the prospect is *not* interested, or at least not actively interested in our firm or our services. We, therefore, try to select the subject for our mailing piece calculated to arouse his interest, attach our message to it in an unobtrusive, pleasant, clearly understandable, yet inseparable way.

For example, in the promotion of BP&A's Corporate Planning Services we have taken as our theme the statement: "In all things, success depends upon previous preparation." We have taken as our subject matter famous historical battles which were won largely because of smart planning.

A recent piece in this series, which goes out every six weeks to Corporate Planning Officers of major U.S. companies, features the Battle of Yorktown, decisive victory in the American Revolution. Mounted upon old, faded, facsimile battle flags was Lord Cornwallis' letter to George Washington, with signature and wax seal, requesting 24 hours to "settle terms for the surrender of the posts of York and Gloucester."

Authentic Reproduction

Also reproduced upon pre-printed, "faded" paper was a contemporary battle plan of "The Siege of Yorktown in Virginia" together with George Washington's spinetingling letter to the Congress of the United States, beginning: "Sirs, I have the honor to inform Congress, that a reduction of the British Army under the Command of Lord Cornwallis, is most happily effected . . ."

We, then, in the form of a footnote, quoted Douglas Southall Freeman, Washington's famous biographer, to the effect that wise planning was largely responsible for the American victory at Yorktown. We tied into this "Famous Planning Victory" BP&A's own message with these words: "Through the centuries, man's greatest accomplishments have de-



MACKINAC

Job-Ready BUSINESS PAPERS

Like modern structures designed for a fast moving world, Mackinac Job-Ready Business Papers are designed for fast, efficient production on modern printing and duplicating equipment operating at high speeds.

Mackinac Job-Ready Business Papers are manufactured from 100% bleached chemical wood pulp and tub sized to insure quality and uniformity. Each grade is especially prepared for the process for which it is designed, with a surface prepared for excellent ink reception. Precision cut at the mill to sizes 8½" x 11" and 8½" x 14", available in white and six bright colors.

Send for free SAMPLE BOOKS showing White and a full range of colors in each grade.

Sold exclusively through Paper Merchants

FLETCHER PAPER COMPANY



General Sales Offices: 20 N. WACKER, CHICAGO 6, ILLINOIS
Mill at ALPENA, MICHIGAN



- MACKINAC BOND
- MACKINAC DUPLICATOR
- MACKINAC MANIFOLD
- MACKINAC MIMED
- MACKINAC OFFSET
- MACKINAC OPAQUE

the company our customers built



Back in the early 1930's some of our customers discovered that we had a genius for fine presswork. One thing leads to another, so we found ourselves adding the finest press equipment, first for letterpress, then for offset. Today we have about as flexible a set-up as you will find anywhere, for runs of any size, on our one-, two-, and four-color presses.

And not less important, most of the customers who came to us for fine printing more than a quarter century ago are still buying it from us today. They set our standards, and we trained our people and selected our equipment to keep them happy.

If you want to know how good we are, ask our customers who are some of the most distinguished and demanding users of printing in America.

To make our business more unusual, another group of clients, leaders in advertising and advertising agencies, depended on us for fine advertising typography. To satisfy all their needs we have developed complete facilities for machine (linotype, monotype) and hand composition in all sizes—foreign languages included.

So here we are: one foot in letterpress printing and offset lithography, the other foot in advertising typography, and both feet firmly on the ground!

To learn more about the service that our customers built, and what it can do for you, drop us a line or telephone ANdover 3-0722.

Runkle • Thompson • Kovats • Inc

Lithographers • Printers • Advertising Typographers • 650 West Lake Street, Chicago 6, Illinois

RTK

Building Effective Direct Mail Campaigns



... takes careful blue-printing, too. Such planning requires • production know-how • creative thinking • sales promotion ideas • time-saving mailing methods, etc.

Lettershop owners and other commercial direct mail producers will find plenty of these cost-saving, money-making ideas to upgrade their production operations at the 38th annual Convention of the Mail Advertising Service Association Intl at the Queen Elizabeth Hotel in Montreal, Canada, September 17-19.*

For information and advance registration blanks, write today to:

MASA International

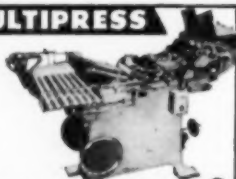
18120 James Couzens Hwy.
Detroit 35, Michigan

*Immediately following the DMAA Convention.

The MULTIPRESS

FOR IMPRINTING

Advertising
Literature
Booklets
Envelopes
Post Cards
Folded Circulars
What Have You?



Write Dept. R. for literature

B. VERNER & CO., INC.
52 DUANE ST., NEW YORK 7 • BA 7-1466-7

ADDRESSOGRAPH PLATES

B & E Frames \$27 per M

D Plates \$5 per M

E Plates \$6.50 per M

Speedumat \$6.45 per M

Other Styles available

DEAN-FORREST COMPANY

7 Foster St. Revere 51, Mass.

OFFSET PRINTING

8 1/2 x 11 16-lb. White or Colored Bond

1,000 - \$5.50 5,000 - \$17

Sensational Opportunity to Save Rush Service

5,000 COLORED CIRCULARS - \$39.

COMPLETE: Art, Copy, Layout, Printing

PROMOTION SERVICE — D9

385 Broadway, N. Y. C. 13 RE. 2-3148

pended upon previous preparation, and—today—it is through sound corporate planning that American management confidently faces the future." A personalized, individually signed, covering note accompanied the mailing piece.

Unit cost of a mailing piece is of no consequence to us, nor to other service organizations whose individual accounts or assignments represent a considerable fee. Whether a piece costs \$.25 or \$1.25 will not make much difference to us if even one single account is produced from the mailing. Furthermore, since the services we are selling are on a high professional level and are bought by the highest decision-making executives of major firms, ill-advised cost-

Norman Vincent Peale tells of a man who read all of Gibbon's "The Decline and Fall of the Roman Empire" in the intervals of waiting for his wife to dress for dinner. If you spend just fifteen minutes a day, you can read twenty average-length books a year.

From: Credit Currents, house magazine of Credit Management Div. of National Retail Merchants Assn., 100 W. 31st St., New York 1, N. Y.

cutting devices in our direct mail production could be dangerous.

We assume that our prospects will recognize and appreciate professional excellence. Therefore, all our mail goes First Class. We never use a facsimile reproduced address; every envelope is rag paper, engraved, individually addressed on IBM Executive typewriters with no erasures or strikeouts permitted. Every piece coming off our press must be professionally excellent. We design, develop, reproduce and mail every piece of our promotional literature in our own offices, printed on low-cost, offset equipment used for the reproduction of our own professional reports.

We attempt to demonstrate in graphic form what can be done with simple tools in the hands of imaginative men, and in so doing imply that the same creative ingenuity will be applied to the solution of management problems.

We've had some reason to believe that we've achieved this aim. When the Vice President of the company which manufactures the printing equipment we use saw one of our mailing pieces, he called us:

"Where did you have that piece printed?" he asked.

"On your press."

"You're kidding," he said, and came to our offices to see how it had been done.



FOR PROFITABLE LISTS SEE PROFIT

Serving satisfied customers for over 20 years.

Just good service is the answer. Investigate for yourself.

WILLIAM M. PROFT ASSOCIATES

List Counselors
and Suppliers

42 Main St., Orange, N. J.

Telephone ORange 7-1300

Member National Council
of Mailing List Brokers

A NEW APPROACH TO PRODUCT PROMOTION & MERCHANDISING

USE **Plastichrome®**
NATURAL COLOR POSTCARDS,
SELF MAILERS & BROADSIDES



Plastichrome® reproductions have won the Lithographers National Association Award for 5 straight years. This means you buy the very best — each postcard in vibrant 4 color process to give extra impact — more realism. Plan a color postcard promotion in your next campaign, supplement it with Plastichrome natural color brochures, broadsides and catalog sheets. The cost is amazingly low — the results fantastically high.

And remember — Plastichrome® by Colourpicture gives you all these extras:

- Complete creative service
- Highest quality of the industry
- Full color proofs at no additional charge assures satisfaction
- Prompt, on-time delivery
- Low prices — a complete campaign for less than 1¢ each.

Write for FREE Merchandising Kit

COLOURPICTURE PUBLISHERS, INC.

400 Newbury Street, Boston 15, Massachusetts

FOR DIRECT MAIL...

Set your sights on this landmark!



Serving you with know-how, born from 45 years' service to direct mail advertisers

At Fifth Avenue, know-how is translated into the application of a wealth of equipment to serve every direct mail and printed need. From a single letter to a multiple mail campaign. From letterpress to lithography in full, sparkling color.

Here, know-how helps you as a fresh approach to an old theme. A new design for a printed piece . . . new materials and pioneering methods to help you sell more . . . more economically.

Know-how at Fifth Avenue is the creative touch coming from 45 years of experience in dealing with a galaxy of customers. Whatever your mail or printing needs, we'll be glad to demonstrate how this touch can work for you.

FIFTH AVENUE GOES TO THE COLISEUM — Here, during the National Business Show, you'll see some of Fifth Avenue's equipment in actual operation, and you'll have the opportunity to browse through a wide sample of award-winning printed matter. Come as a guest of Fifth Avenue —

Write today for your complimentary Business Show tickets and copy of "The Fifth Avenue Story," describing in detail the services and facilities at Fifth Avenue.

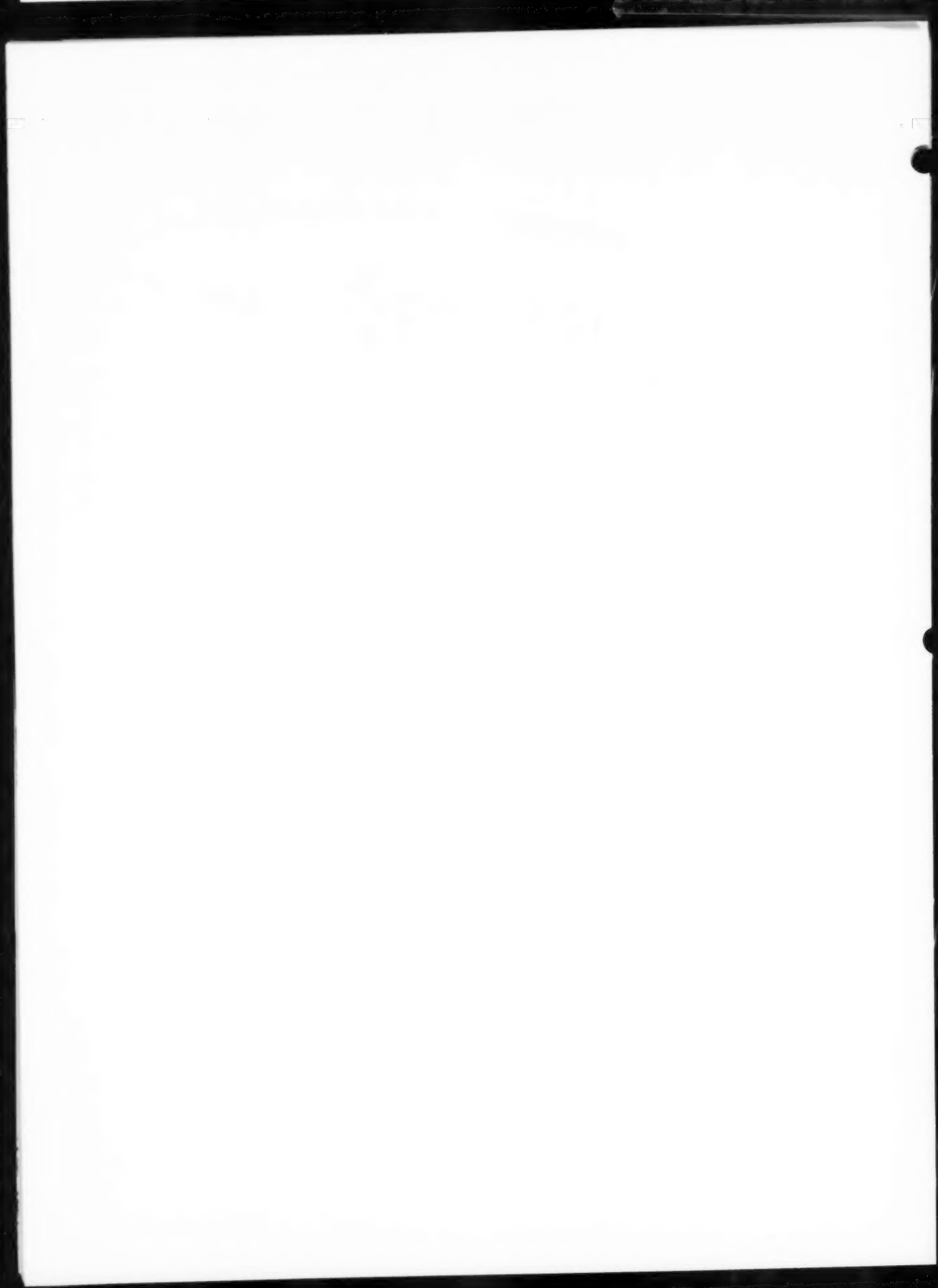
AN INVITATION
to visit with Fifth Avenue Lettershop
Booth 230E
at the
NATIONAL BUSINESS SHOW
October 19-23, 1959
New York Coliseum Columbus Circle, N.Y.C.

EALS

EALA

FIFTH AVENUE LETTERSHOP, INC.
170 FIFTH AVENUE, NEW YORK 11, NEW YORK
FIFTH AVENUE LITHOGRAPHIC ASSOC., INC.

CHelsea 2-5311



CHECKLIST FOR EXTERNALS

(Continued from Page 58)

see is pretty darned disorganized. But house organs, since they appear at more or less regular intervals, invite continuity. An organized program at least *appears* a lot less wasteful than a disorganized one.

(3) All the talk about the "corporate image" has hatched more house organs and will continue hatching them. Since the house organ is, as its name implies, the "house" talking, few mediums afford such an opportunity to *give out with the story* . . . straight from the house's mouth. (I apologize.)

(4) Competition is getting keener. Of course it is. It's been getting that way for several thousand years, now. But mostly, right now it's getting *smarter*. If there were ever a battle of the intellects among industries large and small, this is it. It's *more* than product and price. Remember the unswerving brand loyalty of another era? Management is going out to recreate that kind of straight-line thinking among distributors, retailers, consumers. It's only a small step from reader loyalty to company loyalty.

Better Quality

The focus on house organs will bring more and better ones. Many will be created, largely, at a point much closer to top management than has been typical in the past. Objectives are going to clear up. Routes are going to be selected in advance. There's going to be some unmerciful list-cleaning. And there will still be some terrible, misdirected attempts in this field, too. Because it's so *easy* to make-up a bad house organ, there will always be bad house organs. The best of the lot, I believe, will share these characteristics, which could almost serve as a check-list for the well-directed house publication:

1. *It is clearly an externally directed publication* and if it is sent to employees, it is *not* editorially weighted in their direction one iota. (If the company is large enough to need a regular form of printed communications with its personnel, it should have one. But the external publication should never be weakened by bending it around to go in two separate directions.)

2. *It is the responsibility—and a major responsibility—of a single in-*

dividual. He may be a one man department. Or he may have a staff. But the external house organ should be *his baby*. And he should be as capable as the job is big. In many companies he may be the ad manager. A logical choice—for it takes a person who is both creative and management-oriented to carry the *right* story to the reader . . . and most important, *get it read*. In others it may be the sales promotion manager, sales manager, assistant ad manager, a special editor . . . it can be 'most anyone that's qualified. It shouldn't be *just* anyone. As a suc-

cessful operation, it *simply can't be "everyone."*

3. *Its objectives (if not, indeed, established by management) are clear to management.* The house organ should have well-defined purpose. It should have, before that first word is written for the first issue. But if twenty-eight issues have gone out without purpose, that's no reason to let another twenty-eight escape the rules by which every other form of advertising must abide. And the objectives should not be expressed in so much baffle-gab. Cloak the house organ in all of 1959's sophisticated

POSTAL RATES UP —

— PRINTING RATES DOWN!

Compare these prices and you, too, will order from NEO.

One Color Printed Two Sides or Two Colors One Side — 50 lb. offset

Rate per M

Size	10M	20M	25M	30M	40M	5" M	60M	70M	80M	90M	100M
8½x11	6.50	5.00	4.75	4.50	4.25	4.00	3.80	3.65	3.55	3.45	3.40
11x17	10.00	9.00	8.50	7.50	7.10	6.80	6.65	6.50	6.40	6.30	6.20

Two Colors Printed Both Sides or 4 Colors One Side or 3 One Side and 1 the other — 50 lb. offset

Rate per M

Size	10M	20M	25M	30M	40M	5" M	60M	70M	80M	90M	100M
8½x11	10.00	7.00	6.25	6.00	5.75	5.50	5.25	5.01	4.75	4.60	4.40
11x17	15.00	12.00	11.00	10.50	9.50	8.80	8.50	8.25	8.00	7.75	7.50

Note: Add 7.50 to overall price on each job for press washup for each color that is not black.

These prices based on copy supplied ready for camera, open line work, no bleed. Prices for halftones, Bendays Etc. on request.

One of our high speed offset presses will produce 200M 8½ x 11, 2 color, 2 side letters in a day!

This is the age of specialization. Use a company that makes 8½ x 11 and 11 x 17 long runs its specialty, in 1, 2, 3 and 4 colors, and full color.

CALL OR WRITE FOR COMPLETE PRICE LIST
AND FURTHER INFORMATION

NEO PRINTING CO., INC.

23 E. Wesley Street
So. Hackensack, New Jersey
HUBbard 9-5050
(From NYC, First Dial 11)

P. S. We have a Fotosetter for
quality composition service

NEO PRINTING COMPANY

23 Wesley St., So. Hackensack, N. J.

Send Samples, of Neo-Lith Process to:

Name

Company

Address

City State

marketing lingo and it's not only likely to be misunderstood by management, its objectives may be well-muddled for the editor himself. When the objectives are established, write them down. When management and the editor are in agreement as to what the house organ is supposed to accomplish, it's considerably more likely that it will accomplish something. The editor can employ all the techniques at his command to fulfill precise objectives. Management can be more understanding of the techniques when its copy of the house organ's purpose is the same as the one the editor keeps in his middle

desk drawer.

4. *It entertains as well as informs.* Well, there may be exceptions. A few entertain *only*. Seemingly, their objectives dictate this. But, in the strict sense, there should be none that *inform only*. This does not mean that there aren't cases where a "strictly business" policy is appropriate. But unless the information is presented in an interesting, entertaining form, there is some question as to exactly whom it's informing other than its own editor and company executives. It's axiomatic that to get the story across, *the story must be read*. If it's not getting read, examine these pos-

sibilities:

- a. What's vitally interesting *inside* a company may not be so interesting *outside* of it.
- b. The style of writing is too encyclopedic.
- c. There are no light notes to break the business atmosphere of the publication.
- d. The house organ looks like and is considered "just so much advertising."

As a general rule, what applies to magazines and newspapers applies to the company publication. In order to attract and hold readers it must have the right appearance, the right intellectual level, the right subject material. If these mean a cartoon or two, a joke page, some completely irrelevant articles that are just fun to read—then, by all means include them. No matter what the format: newsletter, digest, picture magazine or giant postcard, in order to fulfill its purpose, the house organ *must be read*.

To be read, chances are it must entertain. It may entertain without frivolity if its subject matter is so highly interesting and so well presented that being informed *becomes* entertaining. It may entertain by including some short subjects along with the main feature. Or it may entertain by making enjoyable reading the main thing and injecting short commercials. There's a *right* combination for every house organ. Choosing the wrong one will mean great waste.

5. *It is tested. It is analyzed. It is flexible.* The house organ is an advertising function, not a publishing venture. To become complacent over one's fine publication is a danger. Even to be creatively satisfied with it is. A house organ that is graphically excellent (perhaps an award winner), creatively stimulating, printed on an unusual paper to the highest graphic arts standards . . . and doesn't somehow produce profits—is a flop! Because a house organ is a different *kind* of advertising is no reason to lose sight of the fact that it *is* advertising. By building identification, or loyalty or by producing inquiries or *something*, it ought to be adding to the gross of the company footing the bill.

For it to become "our magazine" is to be fascinated by the glamour of publishing. That's time to reappraise the project. The better house organ will not succumb to these dangers because it will be tested. Reader-tested. Keyed. Any copy cub knows a dozen effective gimmicks for sounding out acceptance of an advertising medium. The successful



ESLEECK

The **ONLY** concern in the United States **SPECIALIZING** in the manufacture of rag fiber **ONION SKIN** and **MANIFOLD** papers.

Their use greatly reduces **TYPING, MAILING and FILING** expenses in connection with **THIN LETTERHEADS, COPIES, RECORDS, FORMS and ADVERTISING LITERATURE.**

Our Watermarked Thin Papers

**FIDELITY ONION SKIN
CLEARCOPY ONION SKIN
SUPERIOR MANIFOLD**

*Send
for
Samples*

ESLEECK MANUFACTURING CO., Turners Falls, Mass.



Specialists in SIC Mailing Lists

Creative Mailing Service, the pioneer in the compilation of mailing lists by SIC number, now offers a complete market service based on the Standard Industrial Classification System.

The Standard Industrial Classification System is the most positive method of market selection yet developed. Creative Mailing Service has available 951 separate mailing lists — according to specific 4-digit SIC number.

These mailing lists represent the names and addresses of more than a million American business firms. All major industrial and commercial groups are represented, including manufacturers, contractors, service firms, retailers and wholesalers.

Creative offers these lists as mailing lists or prospect lists. They are available on sheets, labels, index cards or punched cards.

For every SIC code number Creative has a "prime" list of those firms whose principal product or service is represented by that number. Since each firm is represented by only one prime

SIC number it is possible to use many SIC groups as a single list without fear of duplication.

As a plus service for those advertisers who want to saturate a specific market Creative also offers these SIC lists on a "total market" basis as well. Under this concept Creative will put together (1) the prime market, (2) branch locations, and (3) firms whose secondary product or service is covered by the indicated SIC code number. This technique offers both saturation and penetration of the market.

Creative has published a catalog which shows list names, SIC numbers, quantities of names on each list and list prices. Copies of this valuable advertising and marketing tool are available, without charge, on request.

Creative Mailing Service, Inc.

Mailing Lists · Addressing · Mailing

460 North Main Street, Freeport, N. Y. · Freeport 8-4830

HOW TO CATCH A TYCOON

The tycoon is elusive.
He'll slip his line past the fastest lure.
The favorite catch,
everyone vies for his attention

Yet even the most hard-to-get tycoon
will respond to the right lure.
And when he does, things happen.
The tycoon makes decisions ...
he acts ... he buys.

Ahrend Associates has been getting
successful sales messages through
to tycoons for years. Next time you're
out to tackle a big one, let us
assist you with result-getting copy ...
art ... or production ... lists, too.



AHREND ASSOCIATES
601 Madison Ave., New York 22, N.Y. • Plaza 1-6312

Planning Art, Copy, and Complete Production of
CATALOGS • POSTERS • DISPLAYS • SALES LETTERS • BROCHURES • DEALER AIDS
FILMS FOR TV AND BUSINESS • MAILING LISTS • MAIL ORDER CAMPAIGNS

How's this . . .

*for a smart, compelling
typeface? Your sales letters
in expertly matched Corinthian
Script demand attention! Ask
us for samples . . .*

*For a more conventional
appearance, 70 automatic IBM
Typewriters produce genuine
typewritten letters for as
little as 12¢ each.*

Samples and prices gladly ...



EMBASSADOR LETTER SERVICE CO.

BELLMORE AVE. AT OAK ST., BELLMORE, NEW YORK

• CASTLE 1-3300

house organ will find out how it's doing and change, if need be, to do it better. Its circulation will be evaluated periodically. Any house organ is no better than its mailing list. So the list must be kept current. The names must belong to the right people. And as much attention must be paid these details as is to the copy approach on page one.

These are the five facts of life for the better house organ. For the house publication that truly *does have* life. There are details. Important ones like budget considerations. Editorial policies and paper stocks and type faces and printing processes and art direction and frequency of issues. But while the details range madly and widely the five characteristics of the better house organ are not apt to change much. They're going to be here, firmer than ever, as we enter an era of specialized advertising with its many new and better house organs ●

DODGE STORY

(Continued from Page 62)

and a price study of the medium-price field completed the magazine.

Running concurrently with the mailing of the second piece was a promotional program called, "It Pays To Own A Dodge," which consisted of a series of newspaper ads, radio spots and point-of-purchase material. The two programs were conceived independently. However, at the last moment the theme line, "It Pays To Own A Dodge," was inserted in the ad for the back cover of the second direct-mail piece.

Included as loose inserts in the Pace mailing were two separate pieces. The first described a self-liquidating incentive program in which prospects were invited to buy various household items at discount prices, through their Dodge dealerships. The second explained the new automobile price-sticker legislation in such a way as to establish a feeling of confidence in Dodge dealerships as reputable places to trade.

Both mailings were sent to owners of 1955 to 1956-1957 Dodge cars, and to owners of 1956 and 1957 cars of a single competitive make in the medium-price field.

The Polk research results show an 87 per cent recall of the mailings among Dodge owners and 73 per cent among the owners of the competitive make. These are the figures that impressed even the Polk staff. Each mailing went to a list of 1,100,000 Dodge and competitive make owners.

Page-by-page recall studies of Pace indicated that a majority of people who started to read the magazine,

Your
Advertising
Message
Scores

a
direct
hit!

With Fisher-Stevens' accurate, up-to-date
MEDICAL MAILING LISTS

Fisher-Stevens' coded lists of physicians enable you to concentrate your advertising dollars where they will show the greatest return. You can address and mail to certain selected physicians whom you consider your best market. And you can explore new markets through Fisher-Stevens' guaranteed lists.

Select your list on the basis of physician's specialty, geographic location, age, high volume prescription, or any combination to fit your requirements.

Other up-to-date, guaranteed lists include: Hospitals • Druggists • Dentists • Osteopathic Physicians • Veterinarians • Chiropractors • Chiropodists • Foreign Lists.



FISHER-STEVENSON, INC.

120 Brighton Road, Clifton, N.J.

Phone: GRegory 1-4000

New York: WATkins 4-4360

went all the way through. The recall figures for Dodge owners ranged from 68 per cent for the first spread to 63 per cent for the last.

Here are other Polk findings:

- The number of prospects who considered Dodge "the most exciting-looking car"—up 23 per cent among Dodge owners who received both mailings; up 300 per cent among owners of the competitive make.

- The number of prospects who ranked Dodge as the "Best buy in the medium-price field"—up more than 50 per cent in the case of owners of the competitive make.

- Loyalty of Dodge owners—70 per cent greater among those who received the mailings as opposed to those who did not.

- Conquest sales—nine times as many to those competitive-make owners who received the mailings as opposed to those owners of the same make who did not.

In cooperation with Dodge Sales Promotion Manager R. L. Shugg, the campaign was created and executed by the Grant-Detroit merchandising staff headed by W. B. Wilbraham, director of merchandising.

IN GOOD COMPANY...

If you'd ever glanced through our Portfolio, you'd have noticed how many different kinds of businesses find it profitable to use our "built-in" reply card (or envelope) to add more "pulling power" to their direct mail promotions.

You'd notice, too, the stature of each individual company... many of them leaders in their particular field. This fact in itself would tell you that when your direct mail promotions take advantage of our RETURN-A-CARD format and our creative and production organization... you've merely confirmed the judgment of executives in some of our country's largest and most successful companies.



SALES LETTERS, INCORPORATED

153 West 23rd Street • New York 11, N. Y. • Tel. WA 9-2680

SALES OFFICES: Newark, Philadelphia, Chicago

GOOD WRITING

We are always on the lookout for examples of good writing... also examples of appropriate tie-ins with current events. So a pat on the back to Fred Streb of Ayer & Streb, 15 South Ave., Rochester 4 N. Y. for his letter mailed with the first day release of joint Canadian-USA commemorative stamp. Here is the copy:

SOMETHING NEW ON THE HORIZON! Remember when you were a kid — if you summured along the shores of Lake Ontario — how you would gaze out at the horizon where the lake touched the sky and pretend that the tossing blue waters of the lake were those of a sea that stretched away to all the romantic lands of your geography book.

Today the horizon is the same, but there's something new on it. Your sons and your daughters, when they look out to the horizon, if their eyes are sharp, will see above the gray ships, the low black hulls, and the high proud sides of glistening white, the flags of all the world. With the opening and dedication of the St. Lawrence Seaway the world has come to the Great Lakes.

If today, though, you are gazing at the horizons of direct mail created business and thinking of adding more ports of call, run up the pilot flag. Let our pilots come aboard. We've sailed these waters many times. We know all the safe channels and the trouble-free short cuts over the shoals... in Addressing, Addressographing, Addressograph List Service, Printing, Mimeographing, Mailing, Multigraphing, Off-set Lithography and Masterlithing.

We'll promise to put you on a profitable course.

Very truly yours,
(signed) Fred C. Streb
AYER & STREB

P. S. This First Day Cover is of real historic significance. Save it for your collection or give it to your favorite collector.

The Linen Chest, Inc., Albany, N. Y., held a very special sale in May with good results. They opened their store for one Monday evening from 6 pm. to 9 pm. (an unusual event for this particular branch). Announcement letters were sent to 700 active accounts as well as 800 recently inactive accounts. These were sent along with statements. The expense incurred by the promotion was \$99.50. The results were as follows: Total sales for the three-hour period were \$990, the reopening of 18 accounts, the addition of seven more active accounts. There were also a few small cash transactions. The successful letter offered a 10% discount on everything, even on sale items. The gimmick of (1) a personal letter, (2) an invitation to a "private sale," and (3) an interesting offer in the way of discounts may very well work for other retailers.

From: Credit Currents, house magazine of Credit Management Div. of National Retail Merchants Assn., 100 W. 31st St., New York 1, N. Y.

AN URGENT MESSAGE TO LIST OWNERS

You Can Make More Money on Your List if You Will Hold the Line On Rental Rates

Those of you who are list users know how you wince when told of a rate increase on a familiar list. With higher costs of paper, printing, postage and processing, sometimes a slight rise in rental rates will seem like the last straw.

As a list broker I must serve the best interests of owner and user alike. A user can quickly see the advantages to him when I urge lower prices. But it's not so easy for an owner to see the benefits.

For example, one day last week, Mr. M. O. Mercator called me. He has a list of 100,000 customers on plates. We have produced a good volume of rental business for him on his list at \$15.00 per thousand.

"Look, Arthur," he said, "my competitor has raised the price of his list to \$17.00 per M. Why shouldn't I do the same?"

"Please don't, M. O. I'm sure you will make more money if you hold the line," I said. "You understand, of course, that of all the items you sell your list has the highest profit margin. Since you must maintain the list for your own business, rental income is all gravy.

"Now, here's the arithmetic: You rent your list about 5 times a year at \$15.00 per M. Deducting our brokerage commission of \$3.00 per M and figuring running cost and handling at \$2.00 per M, you net \$10.00 per M for a total profit of \$5,000.

"Suppose you raise the rate to \$17.00 per M. With our commission now \$3.40 and running cost the

same, you net \$11.60 for a total profit of \$5,800 . . . if you continue to get the same five mailings a year.

BUT

"Suppose the higher price discourages just one mailer. You'll lose the net profit of \$1,160 on that run. This would leave you with a net of \$4,640, which is less than your profit at \$15.00 per M.

"Now if you hold to your present rate you'll be in a better competitive position on the rental market. We'll be able to get more tests on your list, and if these result in only *one* additional run, you'll earn \$6,000 per year . . . \$1,000 more than your present rental income."

"You make it sound reasonable, Arthur, but wouldn't you rather make the commission on \$17.00 than on \$15.00?"

"We'll both do better if we can step up volume, M. O., so I'm quite content with the \$3.00 per M. And by the way, here's another plus: You are a list user, too, and if you hold the line on *your* list you'll have a good basis for asking other owners to do the same."

"Okay, Arthur, I'll go along with you. Let's hold the line."

The above is representative of many conversations I've had with list owners. Your situation may be different in some details, but if you agree with me in principle — or if you disagree — I'd really like to hear from you.

ARTHUR MARTIN KARL, *President*

names unlimited, inc.

352 fourth avenue, new york 10, new york

murray hill 6-2454

Our 31st Year in the List Field



**TINY in size...
TINY in price...
BIG in popular appeal**
**these
perfectly
scaled-down
MINIATURES
REALLY
WORK**

Authentic metal, exact in every detail; fascinating to use... these miniatures are "cast-assembled" in one operation by GRC's exclusive "INTERCAST" process. Natural bright finish or brass plated. GRC also die casts and molds special small parts to order; ask for special bulletins.

Write, wire, phone TODAY
for samples and prices of
GRC metal miniatures.

GRIES REPRODUCER CORP.
World's Foremost Producer of Small Die Castings
11 Second St., New Rochelle, N. Y.
New Rochelle 3-8600

PUZZLE- OF-THE-MONTH

Wheeling Machine Products Co., Wheeling, W. Va. uses all sorts of stunts in its frequent bulletins to engineers. Sometimes... a collection of jokes... other times puzzles. Last month's front page very simple. Two problems:

PROBLEM NO. 1

Take a pencil and connect all dots by drawing 4 straight lines.



PROBLEM NO. 2

Where can you get One Day Service on the best Couplings, Nipples, Bushings, Plugs, Well Points, Drive Shoes and Caps?

See Answer to No. 1 on page 110. Answer to No. 2 was, of course, Wheeling Machine Products Co., Wheeling, W. Va.

FOR
"PERSUASION BY MAIL"
CAMPAIGNS
1,000,000
AMERICAN Highbrows
and **MIDDLEBROWS**
AT THEIR HOME ADDRESS

WE have compiled and keep up-to-date a national listings of a minimum of one million individuals who reside in or near a city which supports a Symphony Orchestra and/or an Art Museum and where member firms of the New York Stock Exchange have either a main or branch office.

On short notice, several million more names can be added to the list selected from the cities where we maintain a file.

"High Brow — Middle Brow" visualizes their intellectual calibre and cultural interests. As to their social status, they are members of the "Upper-Upper," "Lower-Upper" and "Upper-Middle Class."

For descriptive literature and analysis of this list and similar listings, write us on your business letterhead.

WALTER DREY, INC.

Brokerage • Compilations • Research
257 Fourth Avenue, New York 10, N. Y.,
ORegon 4-7061
333 N. Michigan Avenue, Chicago 1, Ill.,
Financial 6-7453
Member—National Council of Mailing List
Brokers

**the symbol
of accuracy
in ethical
direct mail**

Medical Mailing Service

- > has handled exclusively the direct mail of the medical, dental and drug professions for 31 years
- > maintains an accuracy for delivered mail of 99.5 per cent
- > utilizes I.B.M. machines to check and double-check the accuracy of its lists and services
- > compiles its lists from the A.M.A. and A.D.A. monthly supplements and the State Registry lists

NOTE: Our lists are not for sale.



MEDICAL MAILING SERVICE, INC.

426 SOUTH CLINTON STREET, CHICAGO 7, ILLINOIS

Telephone WAbash 2-1767




THE REST OF THE TRIP IS EASY...

Courtesy **SEN-BAK** limousines
await your arrival in Montreal

September 13, 3:30 to 8:00 P.M.
to whisk you direct to the

Queen Elizabeth Hotel —
site of the 42nd

DMAA annual convention

SEN-BAK 

A division of General Office Service, Inc. Washington 2, D.C. 1355 New York Avenue, N.E. / LAurence 9-4727



IT'S **TYME*** FOR A CHANGE

*If your present supplier
is too big for his britches,
gives us a call
and hear what your pitch is*

*If quality and extra fast service
is what you demand,
telephone us quickly
our staff is on hand.*



LETTER SERVICE CORPORATION

43 East 19th Street, N.Y. 3, N.Y.

AL 4-0174

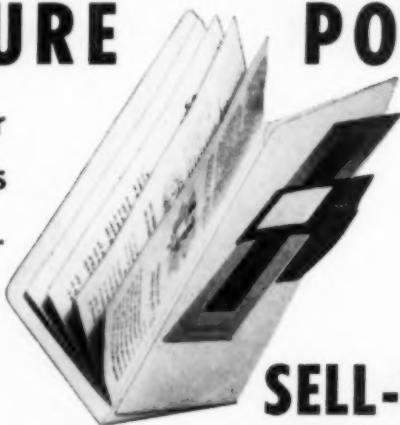
Ty-Process Letters • Multigraphing • Mimeographing •

Addressing • Mailing • Research • Photo-Offset • Packaging

MEMBER — BUSINESS MAIL FOUNDATION

NOW!...put **PICTURE POWER**

into your
sales
message...
with



SELL-O-VUE
by Taylor-Merchant

- ☐ Taylor-Merchant's sensational new Sell-O-Vue gives you twice the impact at no greater cost!
- ☐ Sell-O-Vue provides a dramatic 8-frame high fidelity full-color filmstrip, and a unique folding precision viewer—plus a printed brochure-folder for telling your story in full detail.
- ☐ The clever combination—viewer, filmstrip, brochure-folder—is in aggregate a dynamic self-mailer that actually costs less than the usual brochure alone! And it mails for a 4 cent stamp.

Phone or write on
your letterhead today
for free sample of this
new sell-on-sight
mailer. No obligation
at all.

**Taylor
Merchant**

the taylor-merchant corporation
48 west 48th street, new york 36, n. y.
PLaza 7-7700

IDEA FOR A "THANK YOU"

The Seamen's Church Institute of New York, 25 South St., New York 4, N. Y. used a clever Thank You folder to send to contributors.



3 Century Plus 25 Fund
25 SOUTH STREET
NEW YORK 4, N. Y.
Spring, 1955

Bless you for your continued confidence!

The Rev. R. S. Hall, D.D., Director
C. D. Mallory, Jr., Chairman

Illustrated here is front of 6" x 3 1/2" deckle edged folder. An official receipt is enclosed inside folder. Well done. Idea adaptable. Just set your short acknowledgment in similar shape.

PET INDUSTRY USES DM TO STIMULATE MERCHANDISING

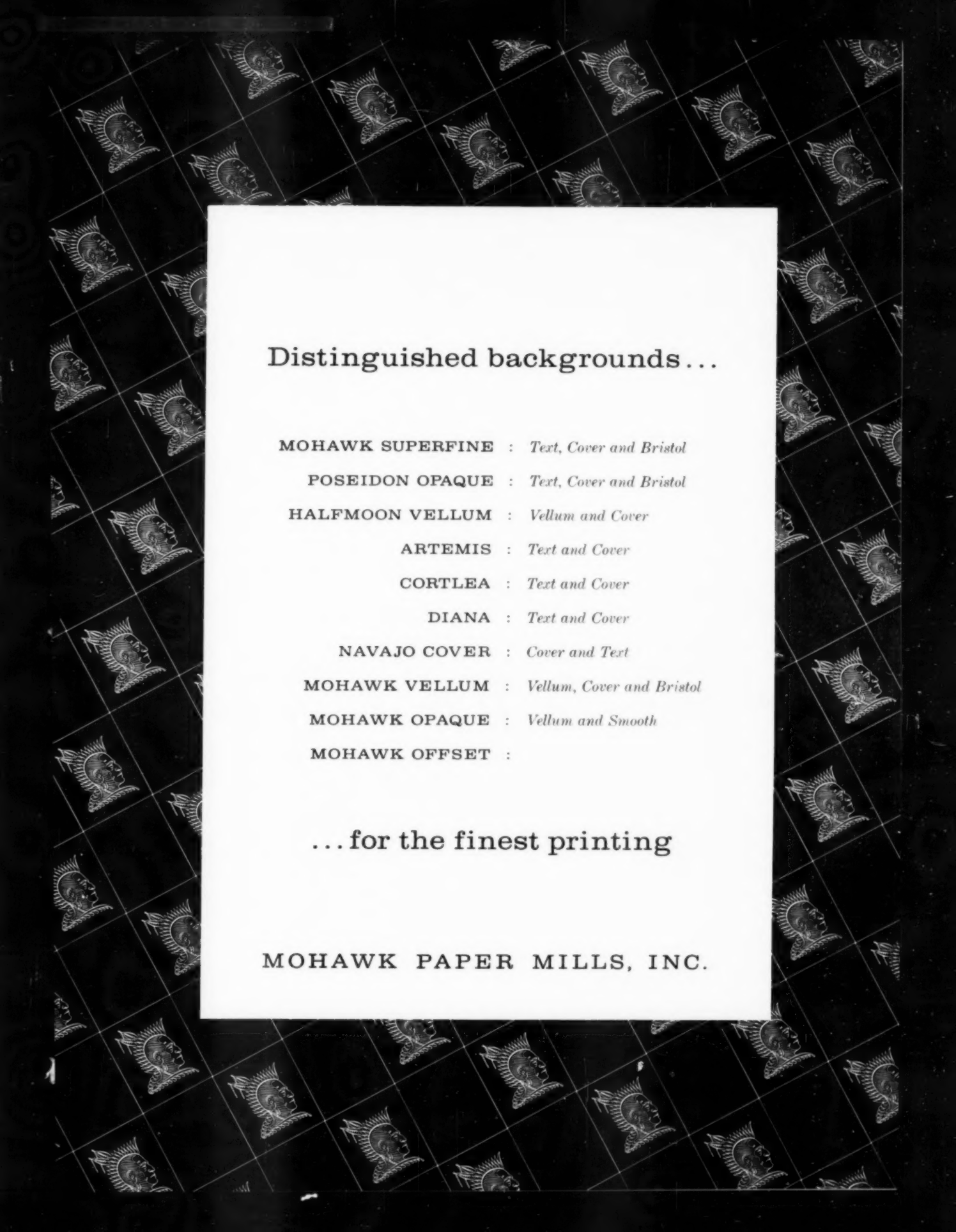
Reporter's Note: We are indebted to Direct Mail Advertising Co., 656 W. Washington Blvd., Chicago 6, Ill. for the following information about an industry which has been rather backward in adopting modern selling techniques.

Love 'em or cuss 'em—pets are here to stay. It is said that there are more pets than people.

As the pet population has mushroomed, so has the pet supply industry. Pet shops have sprung up everywhere. Also pet supply manufacturers of everything imaginable—from vitamins and mink coats for dogs to imported whole dried flies for tropical fish.

But despite its jet propelled growth, the industry as a whole is still in the horse and buggy era when it comes to merchandising and advertising know-how, says a leading spokesman of the pet field. He is L. Gifford Gardner, president of Pioneer Pet Supply Company of Oak Park, Illinois, which is said to be the world's largest pet supply wholesaler.

A seasoned Sears merchandiser before he got into pet supplies, Mr. Gardner is using an effective combination of direct mail and trade paper advertising to encourage pet shops and pet supply manufacturers



Distinguished backgrounds...

MOHAWK SUPERFINE : *Text, Cover and Bristol*

POSEIDON OPAQUE : *Text, Cover and Bristol*

HALFMOON VELLUM : *Vellum and Cover*

ARTEMIS : *Text and Cover*

CORTLEA : *Text and Cover*

DIANA : *Text and Cover*

NAVAJO COVER : *Cover and Text*

MOHAWK VELLUM : *Vellum, Cover and Bristol*

MOHAWK OPAQUE : *Vellum and Smooth*

MOHAWK OFFSET :

...for the finest printing

MOHAWK PAPER MILLS, INC.

STRATIFICATION

means more sales... more savings

Neighborhood stratification is research . . . modern market research designed to make your promotion more efficient.

Neighborhood stratification . . . means your market is defined in relation to the sales potential of the individual consumer . . . and your mailing lists compiled from this research.

Neighborhood stratification . . . means more sales and more savings from your promotions.

Neighborhood stratification . . . is the only method to eliminate duplication of names.

SAMUEL FITZSIMMONS & CO.

545 Fifth Avenue • New York 17, New York • MUrray Hill 7-6865

**make six
sales calls
on a prospect
for only**

99¢!



For only 99¢ a name, you can send a complete direct mail campaign to 1,000 prospects. (Of course, the larger your list, the lower the unit cost.)

The campaign is tailor-made. It consists of six proven, action-getting direct mail pieces, ranging from a novel POSTALGRAM mailing card with a built-in reply card . . . to an eye-catching MAILOFILM that has brought praise from direct mail experts.

The price of 99¢ per name covers all art and production, addressing, enclosing and mailing (only postage is extra).

To receive a free sample kit of the 6-piece direct mail campaign, write or phone Tullio Rossetti, Vice President, or Sparty Nardone, Sales Promotion Manager.

MAILOGRAPH COMPANY, INC.

41 Water Street, New York 4, N. Y. • BOWling Green 9-7777

Creative Direct Mail Since 1920

If you like, any one of these experienced account reps will be glad to discuss the campaign with you personally: Norman Liebman, Alfred Froimson, Graham Silverstein, Walter Meinzer.

to launch their own programs. A regular monthly newsletter bulletin sent to pet shops over the country suggests ways to merchandise timely items, how to circularize customer mailing lists, and how to get free newspaper publicity.

Mr. Gardner also encourages manufacturers to make regular mailings to pet shops. As an added incentive, he offers the free use of Pioneer's mailing lists, which are maintained by DIRECT MAIL ADVERTISING Co.

Among the first to take advantage has been Trylon Products Corp., a Chicago cosmetics company which also manufactures Duet Creme Shampoo for dogs. Trylon's president, Oscar A. Barke, is another booster of better pet merchandising — spiced with plenty of flare and imagination.

For something dynamic and different, his recent mailing to pet shops proclaimed a nationwide Canine Clean Up Campaign—with complete merchandising trimmings. Said Shampooer Barke: "Let's all jump on the clean up bandwagon—along with paint companies, civic committees, and others who are promoting spring sprucing! After all, many canine coats haven't been shampooed all winter. So now's the time to DU-ET — to merchandise, advertise, and circularize on Duet Creme Shampoo!"

WHAT TO DO

ABOUT STRIKES

Reporter's Note: Here is a timely bit of advice we picked up in a recent issue of the Newsletter published by Ambassador Letter Service Co., 2050 Bellmore Ave., Bellmore, N. Y. Editor Donald Patafio gives you something to think about and file for reference.

Labor Trouble . . . seems to be getting more prevalent, and 1959 is turning out to be a rough one for strikes. Interruption of production because of labor difficulties present many long range sales problems extending well beyond the strike period. Customers can be understanding but seriously impaired by this interruption of service. Buying habits carefully nurtured over the years can be wiped out in one brief strike period. Customers can be introduced to competitive sources of supply making their return improbable if not impossible. Farsighted sales executives of firms either faced with a labor walk-out—or faced with the possibility that one of their major suppliers may suf-

Sorry, Conventioneers, but...

We're leaving

our

monsters

at home



You won't be seeing our monsters at the DMAA Convention in Montreal. They're hard at work spot-labeling more than a million pieces of mail a day for the customers of Lemarge Mailing Service Company.

Technically, our monsters are known as the Lemarge Electronic Labeling Machines. We designed and built them ourselves, just as we've designed, modified or adapted dozens of other machines to meet the specialized needs of our customers.

Lemarge is the largest mechanized mailing service in the Midwest, performing all kinds of direct mail services for its customers: addressing, labeling, cutting and folding, inserting, sorting, scheduling, market research and list production.

We also have a creative department which is hard at work turning out first rate direct mail advertising copy and art for some of the nation's biggest users of direct mail.

So... we're sorry we can't show you the monsters during this meeting, but we would be happy to tell you more about them—and other Lemarge services. We have several representatives at the convention—and a round-the-clock crew turning out the work back at the ranch. All as near as your phone.

LEMARGE



IT'S BEST TO LEAVE SOME JOBS TO SPECIALISTS!

We are **LIST SPECIALISTS** in . . .

AUTOMOTIVE, GARDEN, REDUCING and HEALTH LISTS!

We know how and why these lists pay out. We know what these buyers like and dislike . . . their buying habits . . . what makes them pick up a pen and order by mail. Your product or service may also be of interest to these proven mail order buyers. They offer you a tremendous sales and profit potential. A number of these lists are new—being offered for the very first time. You can't afford to overlook these lucrative growing markets. Get in touch with us now . . . call, write or wire today! There's still time to get in on Fall mailing profits. Get our expert list recommendations geared to your individual needs. No obligation of course.

P.S.

We specialize in same day service too!



381 FOURTH AVENUE • NEW YORK 16, N. Y.

MEMBER:

National Council of Mailing List Brokers

ORegon 9-7160

JACK OLDSTEIN, President

fer labor difficulties thus endangering their own production—are seriously formulating "Strike Plans."

Two basic objectives of a strike plan are 1) help customers avoid as much inconvenience as possible due to any strike, and 2) maintain the good will of customers and prospects during this interruption of service. A few hints along this line: Notify your accounts well in advance of any labor negotiations that could result in a strike. Your accounts will learn about it soon enough that it's best that you break the news first. Keep customers advised as to the progress of labor negotiations and if strike activity seems imminent, advise that they check stocks to see if they have enough to last. However, never *pressure* customers into ordering products that they don't need. This could result in a reverse effect. If a strike does occur send frequent, friendly, informative mailings to your customers informing them of the progress of negotiations and your anticipated resumption of production. Your customers will want to keep up on the strikes' progress and they'll probably want to hear the news straight from you. You also have an opportunity to present your firm's position on the strike and retain a great deal of good will.

Of course, your biggest job during a strike is still selling. To sell merchandise that's already on hand, and to sell merchandise that will be on hand once production is resumed. Maintaining good will and strong customer relationships during the period preceding and during the strike will do a great deal to avoid any slump in demand following a cessation of strike activities.

This is a situation, to a great extent, that can be prepared for well in advance—even if a strike is not imminent or even likely. Should such a situation arise, management time becomes an extremely rare commodity.

Sometimes when I write something of a controversial nature, I show it to some of my friends and ask them whether in their opinion I ought to publish it or suppress it. If the majority of them assure me that it is dangerous, I rush it into print as quickly as possible, knowing that men who are afraid to express their honest opinions are almost certain to be wrong. To be afraid to tell what appears to be the truth is to be a slave. The men who hold opinions that he dares not express is like the owner of a horse who is afraid to ride. Hell is a place where people are filled with fear, and Heaven is a place from which a great love and a great understanding have cast out fears of all kinds.

From: The Vagabond, house magazine of Thomas Dreier, 1011 Brightwaters Blvd., St. Petersburg, Fla.

≡ Announcing

A NEW SERVICE TO
DIRECT MAIL ADVERTISERS

Cecil Levine SCREENED MAILING LISTS

Brings You the Benefit of
Over 17 Years' Experience
With Mailing Lists for
All Types of Products,
Services and Publications

Located at
The Fisk Building
250 West 57 Street
New York 19, N.Y. JU 6-2086-7



Copper Powderless Etching . . .

Superior printing—molding is now a reality in copper plates. Greater depth in highlight, middletone and shadow areas.

**HORAN
ENGRAVING CO.,**

44 West 28th Street, New York 1, N. Y.
Murray Hill 9-8585

Branch Office: Newark, N. J.



Imagination unlimited . . . for use in meeting the challenge of increasing competition for readership . . . applied with judgment born of nearly 40 years of specialized direct mail experience . . . with these objectives:

- qualified sales leads • access to hard-to-reach prospects • easier and faster selling • lower selling costs • for such clients as: International Business Machines Corporation; Dictaphone Corporation; The Mosler Safe Company; J. B. Lippincott Company; National Geographic Society; The Mead Corporation; Top Value Enterprises, Inc.; E. I. du Pont de Nemours & Co. (Inc.) • phone LOcust 3-0180, or write

The Buckley Organization, Inc.

Philadelphia National Bank Building
Philadelphia 7, Pennsylvania

HURRY! HURRY! HURRY!

**READY TODAY!
LIMITED SUPPLY!**

Your Newest . . . Your Finest . . .
Your Greatest Money Maker . . .

GOES 1959 HOLIDAY LETTERHEADS

53 Beautiful . . . colorful distinctively Personal Holiday Letterheads . . . Ready for you to imprint with your customers letter, or your own.

17 Contrasting or matching envelopes . . . produced for you in multi-colors and gold . . . Designed to add elegance to your Christmas "Personal" letters.

10 TRUCOLOR prints reproduced on folders to give you and your customers the values of a personal message . . . plus the beauty of the full color Goes scenic TRUCOLOR prints.

10 Charm . . . designs that spell warmth . . . colors that hold attention . . . Pictures that truly express the feeling of the Holiday Season. All on fine Kromekote. And . . . Many other features!

FREE Goes 1959 Holiday Letter Sales Portfolio. Just attach this coupon to your letterhead, we'll rush the samples to you.

Yes: We want to show GOES 1959 HOLIDAY LETTERHEADS. Please send a FREE sample kit to:

NAME _____
COMPANY _____
STREET _____
CITY _____ ZONE _____ STATE _____

GOES LITHOGRAPHING COMPANY
42 W. 61st ST., CHICAGO 21, ILLINOIS

ABOUT ENVELOPE STUFFERS OR INSERTS

We've been trying to find out whether anyone has been making experiments to determine the worth or effectiveness of envelope inserts . . . sometimes called "stuffers." With postage rates up and with the average invoice or letter running only half of allowable weight, it would seem practicable to enclose with invoices and letters some extra piece which would help to build business.

We know, for instance, that most telephone companies use inserts to promote additional services. Some gas and electric companies use them (if they haven't gone to card billing), but the ad managers must be careful because they get in trouble with local dealers if they promote brand name appliances.

The only fellow we've discovered so far who has done any serious experimenting is . . . Claude Martin of the Parlee Co. Inc. (dust control products), 303 E. St. Clair St., Indianapolis 2, Ind. Claude tells us he started experimenting before postage increases went into effect. His preliminary findings are interesting, but we hope he and others will continue experimenting. Inserts enclosed with invoices to large companies are a waste of money and time, Claude says. The ones who pay the bills are not the people who buy. Inserts in bills to small towns get better results. One who pays the bills or okays them usually does the buying.

Claude has a number of different inserts produced from revised trade advertisements. They try to send an insert on a product which is not covered by invoice. In some cases, customer when sending check returns the insert with notation, such as "send more details."

So far in the experiment . . . 3,120 invoices have been mailed with inserts, 156 asked for more data. These received regular inquiry answering letter, circular and order blank. 86 returned orders amounting to \$3,031.50. Not a big operation, but a good start on testing. Claude would like to talk to others about it. He'll be in Montreal.

Our question is: Why couldn't the insert do a more complete selling job . . . so invoice recipient wouldn't have to write for more information?

PENCILPRINT

MEMO FROM
ED WARD

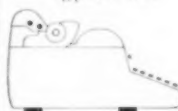
*The message
you write on a
pencil memo
will be read.*
E.W.

PENCILPRINT looks like actual
Pencil. Has many applications for
your Direct Mail. Ask for samples.

Century Letter Co., Inc.

48 East 21st Street New York 10, N. Y.

an ordinary
typewriter



plus a typist . . .



and
carbo-snap
addressing label sets



saves you

50%

on
addressing

that's



all



you



need!

for a complete
addressing department

The complete story and FREE
samples are yours for the asking.

Penny Label Company
9-B Murray Street
New York 7, N. Y.

ATTENTION!!

Adv. Directors—Sales Promoters — Catalog Publishers — Mailers

WANT TO REDUCE YOUR MAILING COST!

Here is an opportunity to cash in on the capacity of a Mailer who can address and mail 250,000 per day on latest model Cheshire equipment.

We are not list brokers or suppliers — just Mailers. If you have your own list, and wish to take advantage of a guaranteed low price, call or write

Johnny Chobhagian

Mail-O-Matic, Inc.

Route 46

Parsippany, N. J.
Deerfield 4-8442

Do you have your 1959

DIRECT MAIL COLOR KIT

If not — write at once — no obligation — this information and selection of low cost, top quality, natural color direct mail materials is a must in planning your next advertising piece.

Curtteichcolor® 3-D
"the finest in natural color"

- post cards
- circulars
- brochures
- catalogues
- direct mail
- dealer aids

CURT TEICH & CO., INC.

1733 W. Irving Park Rd., CHICAGO 13, ILL.

Firm _____
Attn. of _____
Street _____
City _____ State _____

TOY MODEL SELLS TRACTOR

This exact scale-model plastic replica of its latest tractor, the D-14, is being used to good advantage by the Allis-Chalmers Company, Wisconsin.



Since last December, about 30,000 of these models have been purchased and distributed by 3,500 dealers. Allis-Chalmers uses this item for souvenirs at vocational agriculture classes and conventions, and for distribution to county agents and farm directors.

Made primarily of Dylene 200 polystyrene, a product of the Plastics Division, Koppers Company, Inc., this tractor was designed, engineered and molded by the Kaysun Company of Manitowoc, Wisconsin. It is 1/20th actual size, and the same Persian Orange color, of the full-size tractor.

Created directly from the blueprints of the D-14, each piece is true to detail, and the wheels and gears move as they do in the original tractor.

Because the parts interlock and snap precisely into place, just a touch of glue is all that is needed to make this replica tractor a sturdy, as well as a fascinating toy.

Pleading for more of the quality of "surprise me" in advertising, Bea Adams, vp, Gardner Advertising Company of St. Louis, said "Life is full of surprises but advertising doesn't seem to be. Too often, we play follow the leader. We break our necks trying to do what competition does, only better. We keep holy every utterance the client makes. We take too many pills and too few chances."

"Most of the time we are too timid, too scared, too insecure to do anything but the tried and tested. Hemmed in by ratings and playbacks and mountains of research findings, a kind of mental rigor mortis sets in . . . if you belong in advertising, you're a high-key, high-caliber, high-strung mortal, with dreams that ache to be fulfilled, with potentials that will surprise even your own ego. Don't let anyone or anything keep you from realizing those dreams, from fulfilling those potentials."

Excerpt from a speech at National AFA Convention, reported in *On the Rialto*, official publication of the Women's Advertising Club of St. Petersburg, P.O. Box 4042, St. Petersburg, Fla.

Planning a Direct Mail Campaign?



CONTINUITY is a key to success!

In personal selling, 80% of all sales are made after the fifth and subsequent calls, according to statistics published by the National Sales Executives Club. **BUT** 48% of the salesmen make one call and quit; 25% quit after the second call; 12% call three times and quit; 10% keep on calling. *It is that last 10% which produces 80% of the sales.*

If CONTINUITY is so important in personal contact, it is even more important in Direct Mail contact. Obviously, the mailings that call back, like the salesmen who call back, will be the ones that eventually bring in the most business.

The McGraw-Hill Direct Mail Division knows from years of experience that this idea of CONTINUITY is a paying proposition. We've seen some outstanding campaigns over the past years, and watched how they've made small companies big . . . and big companies bigger.

Let us tell you more. Simply clip out the coupon and mail today!

McGraw-Hill Direct Mail Division
330 W. 42 St.
New York 36, N. Y.

Please send my free copy of the McGraw-Hill Business & Industrial Mailing List Catalog.

Name _____
Company _____
Address _____
City _____ Zone _____ State _____

*

**JAMES E.
TRUE
ASSOCIATES
INC.**

**LIST
BROKERS**

*

419 Park Avenue, South
New York 16, N. Y.
MU 9-0050

**Don't let
the ideas you get
at Montreal
JUST DIE . . .**

EVERYONE who wants to make direct mail advertising do a more effective job will find plenty of good ideas at the Montreal convention of the DMAA this month.

BUT NOT EVERYONE will put these ideas to work for them when they return home . . . and ideas do no good if they die in notebooks or files . . .

IN THE MONTHS AHEAD we will be helping our clients to use the ideas they get at the convention for building increased sales and profits through our counsel, programming and creative services.

MAY WE HAVE AN OPPORTUNITY to tell you how we can do this for you, too?

**WILLIAM STEINER
ASSOCIATES, INCORPORATED**

42 East 64th Street, New York 21, N.Y.
TEmpleton 8-1335

DIRECT MAIL/SALES PROMOTION
Counseling — Programming —
Creative Services

INSTANT EUROPE !!

While glancing through Dickie-Raymond's July Issue of Direct Results (their 37 year old external house organ), we were stopped cold by an illustration of a newspaper ad featuring Instant Europe. We read the following to find out who was promotin' what to whom:

"How do you persuade an advertising executive to drop his pastel or pencil or attache case and get away from it all in Europe? It takes ingenuity to get through to a sophisticated audience such as this. But . . . a lively, continuing series of mailings, promoting Pan Am's Jet Clipper service to Europe, has been getting through . . . bringing in fan mail . . . and helping to fill seats, too.

"*Latest item:* the simulated newspaper ad reprint, below which at first glance looks like a chain-store release, proofed on newsprint and typical of the type that goes over an adman's desk daily. Then comes the double-take. Look at the banner headline: 'Amazing New Carefree Discovery!' You've heard and seen that one before—with slight alterations.

"Then look at the product identification: INSTANT EUROPE — Travels Good—Like A Jet Clipper Should. Sound Familiar? Also, It's what's up front that counts — the experienced flight crews. By the time you get to: Pan Am—the Thinking Man's Airline—to the Traveling Man's Taste you're really hip—we hope. And we trust you're clipping the coupon that offers a free copy of Pan Am's Tour Guide of Wonderful Ways to See Europe."

Amazing New Carefree Discovery!



INSTANT EUROPE

...JUST ADD YOU TO ONE JET CLIPPER!

HOW WITH THE MIRACLE INGREDIENT 707

Ask For INSTANT EUROPE At Your Favorite Travel Agent's

Our curiosity aroused, we called "Chuck" Stevens at DR's New York Office (225 Park Ave., N.Y. 17, N.Y.) to learn if we could how it worked. It worked fine. And gave us this addi-

Your best

MAILING LISTS

come from
telephone directory
classified pages.

We have them all!

U.S. • CANADA
POSSESSIONS

Call or write
to make
your next mailing
more effective.

ZELLER LLETICA

America's Leading List Compilers
15 East 26th St., New York, N. Y.
MU 5-6278

A Terrific
ATTENTION GETTER!
animated
DIRECT MAIL



POPS

Here's a hard hitting direct mail device that increases readability every time. Try animated direct mail on your next job and watch your results soar.

COMPLETE PRINTING AND MAILING
FACILITIES. ESTIMATES GLADY
GIVEN ON REQUEST.

THE LEE SERVICE

20 EAST 20th STREET
NEW YORK 3, N. Y.
SPRING 7-5703

HOW TO HELP CLEAN-UP DIRECT MAIL ADVERTISING

Excerpts from an editorial written by Lewis Kleid for DM, a newsletter published for its members by the Hundred Million Club of New York.

It is demeaning to those of us engaged in creating and producing direct mail advertising to have this medium smeared in the newspapers — to hear the Postmaster cry out against the offenses of certain mailers — to hear our own friends say "junk mail", "sucker lists", and "direct mail rackets".

It becomes increasingly apparent that those of us who earn our living selling by mail — must take positive action to secure a more favorable reception for this medium.

The Business Mail Foundation was established recently to elevate direct mail in the eyes of the public. Those of us who have contributed to the Foundation recognize the need for an educational campaign — but it seems obvious that before we can sell our virtues to the public, we must impose certain rules and restrictions upon ourselves.

We need the influence of all forms of communication to gain greater acceptance for direct mail — yet, it is vitally important that we learn to police ourselves. The Postmaster General should not be given the opportunity to make headlines by aggressive action against pornography mailers — or by closing the mails to "Lady Chatterly's Lover", an accepted literary work.

S. Arthur Dembner of Newsweek has suggested a Direct Mail Better Business Bureau. This Bureau might act as a central reporting headquarters. Mailing pieces flagrantly violating "good taste" could be directed there. The Bureau could use its influence to deter such mailers. In instances of illegal or dishonest direct mail it could present evidence and expert testimony to aid the government in clamping down on offenders.

A Direct Mail Better Business Bureau might be the place for the public and other mailers to turn (rather than to the Postmaster General) to report distasteful or offensive direct mail. The Bureau by its influence and knowledge would deter fast and phony operators.

A Plan for Positive Action

Let's take away the Postmaster General's clean up platform. Let's put our own house in order.

1. Examine your copy and appeals to see that they are within the boundaries of good taste.

2. Do not aid or encourage any mailer whose product or service is fraudulent or offensive.
3. Do not lend financial support by renting lists obtained from unsavory offerings.
4. Place the spotlight on any mailer who employs direct mail improperly.

Who Are the Offenders?

There are some mail order advertisers who are constantly out of bounds — others who skirt the fine edge. The major question is: "Does the offer offend or defraud"? Following are the areas in which my company has announced that it will not operate. Neither will we lend support by offering for rental the names acquired in these operations.

1. Pornographic Literature
2. Punch Boards, Lotteries or Improper Contests
3. Fund Raising With Unsolicited Merchandise
4. Make Money at Home Deals Which Cannot Fulfill the Promise
5. Quack Medical Cures
6. Offerings to Children Considered Offensive by Parents

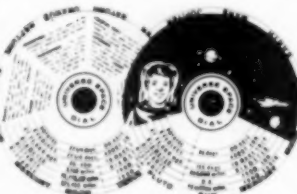
I have reservations about sitting as judge and jury about some other person's business. Essentially, it isn't a list broker's responsibility to decide what is right or wrong. That is a matter for the government. But it is also an industry problem. The DMAA, the Hundred Million Club, MASA and others, should individually or jointly set up a Code of Ethics so that all can operate within its framework.

If the public receives offensive literature — the good gets tainted by the bad and all direct mail is hurt. A self-policing industry policy might cost paper houses, envelope manufacturers, printers, list brokers, lettershops and other suppliers a lot of money, but in the long run all of us and our customers will benefit.

ROCKET your ADVERTISING
with the
UNIVERSE SPACE DIAL

Everyone is interested in the Space Age . . . your customers will appreciate this new and revolutionary promotion item.

4" diameter, it can be tailored to your advertising needs . . . with an extensive Glossary of Space Terms . . . it is available in volume for as little as .03 cents each.



MENICK - SADEL, Associates, Inc.
Suite 15—United Building
145 Kennedy Street, N.W.
Washington 11, D.C.

THE Roskam Co.
P.O. Box 855
K.C. 41, Mo.

**MAIL ORDER
LISTS**

**FARM MARKET
LISTS**

**HIGH VOLUME
MAILING**

**MEMBERS
OF**

DMAA ATCMU
**NATIONAL COUNCIL
of MAILING LIST BROKERS**

tional bit:

"The Mailing consisted, simply, of the 2-color Instant Europe "proof", folded print side out, to mail in a #9 booklet envelope under a regular Pan American address label, metered 3rd class bulk postage. There was no transmittal message. Our feeling was that the "ad" spoke well for itself and that the "gag" effect would be hurt by adding an enclosure.

"The List was really a collection of lists—Advertising Agency and Public Relations executives, Radio Commentators, etc. — totaling about 21,000.

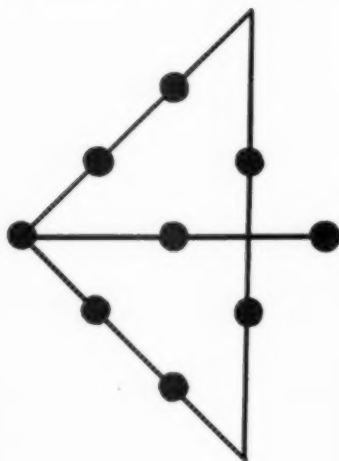
"Objective was impact through attention-value and topicality on an audience that is at least as important to Pan American because of its ability to influence others as for its own travel potential.

"So we were after sheer "advertising value" principally—with any response to the booklet-offer welcome, but not an essential bonus . . . though obviously an ad like this has to have a coupon! Happily, the coupon came back from 1.7% — which is pretty good considering the sophistication of the audience, and as good as previous approaches (also gag-type) that tried harder for response and supplied post-paid reply devices.

"The Fulfillment transmittal letter adopted a somewhat straighter tone than "Instant Europe," but still managed to be "in character" with it.

"If there's any moral in this, I guess it is that trick approaches are unpredictable. Maybe it's because the "trick" is tricky—either jamming the proven technique or giving it greater strength. This one worked."

**ANSWER TO
PROBLEM ON PAGE 98**



EXTRA INCOME!
MAILING LIST OWNERS!

Do you have a list of customers, prospects or inquiries for your product? You can receive extra income by selling us these lists for use by non-competitors.

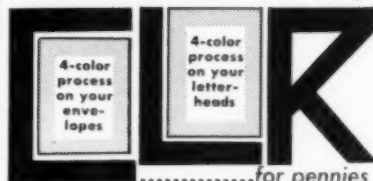
We'll pay you cash for your list. The publishing industry needs good up-to-date names. Many national business firms have found it profitable. Why not you?

No salesman will call. You are under no obligation. Just drop a note on your letterhead telling us how many names you have on hand; how recently they were acquired; and any other pertinent information, and we'll contact you right away.

**ACTIVE MAIL ORDER
LIST CO., INC.**

241 LAFAYETTE ST., N. Y. 12
ATT: Miss H. Richards, Walker 5-2450

VISUALIZE natural, selling



FREE KIT on request **Commission** to recognized agencies and photographers

Colortone press
Color Stationery Specialists
2412 17th Street, Northwest, Washington 9, D. C.

**EVIDENTLY WE MUST
BE MAGICIANS**

When people first referred to the motto direct mail campaign as a "gimmick" we looked for that word in the dictionary. A gimmick is a trick device used by magicians so, our copyrighted monthly campaign is a trick device. It's a trick to create good will, get on friendlier terms with prospects, add new prospects, conserve sales call time, produce inquiries and orders. It should do all that for you. Want information? Write or see us at Montreal.

**LET'S HAVE
BETTER MOTTOES ASSOCIATION**
2127 East Ninth St.
Cleveland 15, Ohio

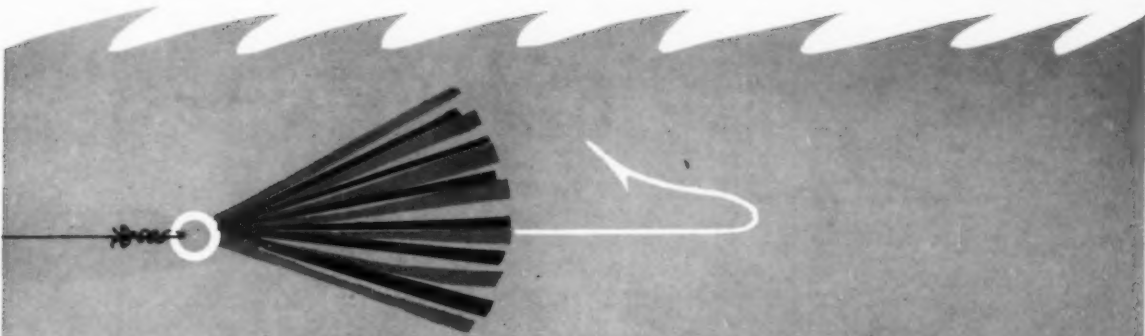
BOOKLET and CATALOG
ENVELOPES
Printed 2 Colors
9 x 12—\$7.75 M
6 1/2 x 9 1/2 — \$5.50 M
5 x 7 1/2 — \$4.50 M
Un gummed—Open End
40# Brown 20M min.
Sub 20 White slightly higher
CARDINAL ENVELOPE MFG. CO.
280 Midland Ave., Saddle Brook, N. J. SW 7-7027
New York City Phone: JU 6-4270

Ho-Hum Crasher!

Does your advertising invoke yawns? Let Bott awaken it to evoke action and results!

"That Yellow Bott"

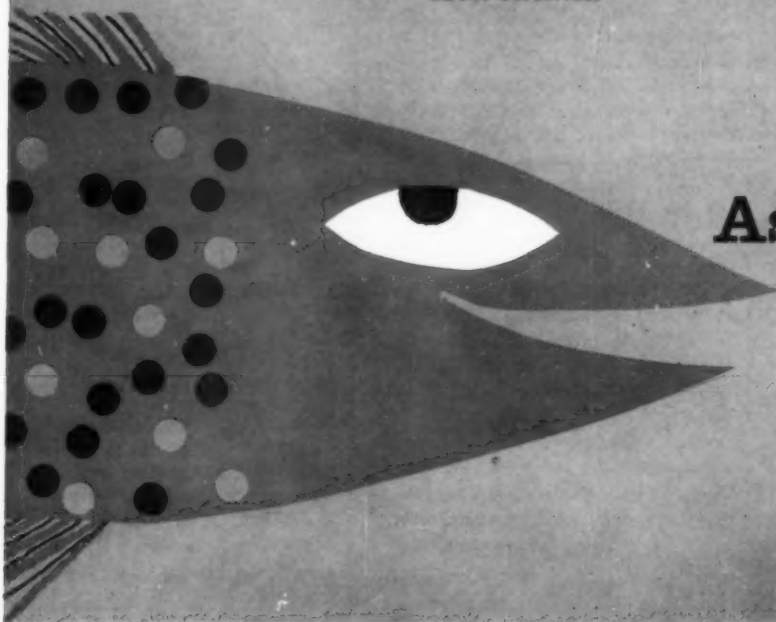
Leo P. Bott, Jr., 64 E. Jackson, Chicago



Whether you're angling for pleasure or profit...under the water or through the mail...the technique is much the same. Lure, line, hook properly poised. Then planning, patience and maybe a little bit of luck. Important too: style, timing and, above all, *believability*.

Good promotion starts with good planning. That's our line, here at St. John. You fish—we cut bait for you, creating and producing effective lead-getting direct mail... letters, folders, brochures, printed selling aids. Anything from a single letter to an integrated continuing campaign. What's more, we follow through with good production, good service... everything you might conceivably need to get your direct mail where you want it, when you want it.

Care to discuss how we can help you carry out your ideas and reach your sales objective? No obligation. After 40 years, we still like meeting new people. Gives us an opportunity to talk about ourselves.



The St. John Associates, Inc.

75 West
45th Street
New York 36,
N. Y.
JU 2-3344

CALL

Flexo-Lettering

FOR

PERSPECTIVES

ITALICIZING

REPROPORTIONING

CONDENSING

CURVING

THINNING AND WEIGHTING

OUTLINES

CAST SHADOWS

ANY EXTREMES
from type, lettering, logos, art
You dream up the effect you want
— we'll reproduce it to perfection.

PLAZA 3-4943

FLEXO-LETTERING CO., INC.
305 East 46 St., New York 17

*Since 1937 the greatest name in Trich
Photography and Process Lettering*

a

CONSCIENTIOUS

service

for finding the right list

for

YOU

3,400,000

active names of mail order buyers,
donors to fund raising appeals —
Catholic, Jewish and Protestant, sub-
scribers and expires to financial ser-
vices, selected investors, magazine
subscribers and expires and others.

available

NOWHERE ELSE

Let us get to know you. Send us a
sample of your mailing piece, and
we will put our 22 years' experience
to work for you.

**THE COOLIDGE
COMPANY INC.**
125 East 23 Street
New York 10, N. Y.
ALgonquin 4-8870

NAMES IN THE NEWS

BETTY DEMPSEY is production and list manager for William Steiner Associates, Inc., New York sales promotion and direct mail agency. . . . The promotion of three men has just been announced by The Champion Paper and Fibre Company, Hamilton, Ohio. . . . **GEORGE KENNEDY** returns to Hamilton from New York and becomes sales manager of printing papers, effective September 1st. . . . **RALPH COLEGROVE**, who has been manager of advertising and sales promotion, will go to New York as manager of the office there, effective August 1st. . . . **CLYDE CRAIG**, formerly assistant in the advertising and sales promotion department, succeeds to Colegrove's spot as top man in this department, effective immediately. . . . **THOMAS J. FARRAHY, JR.** appointed assistant to the director of advertising for Westinghouse Electric Corp., Pittsburgh, Pa. . . . **STAN FAIN** appointed manager of advertising and sales promotion for R. G. LeTourneau, Inc. of Longview, Texas. . . . **ERNIE J. GILBERT** new advertising manager of Weyerhaeuser Sales Company, lumber marketing firm of St. Paul, Minn. . . . **JOHN F. HILZ** has been promoted to shopping center merchandising manager of Redbook Magazine. . . . **THE KANSAS CITY DIRECT MAIL CLUB** was privileged to hear **JOHN C. CONCKLIN** on August 11th. . . . Back again in her own business, and under the name of **CEIL LEVINE** Screened Mailing Lists, located at 250 West 57th St., New York 19, N. Y. . . . **H. CLAY MANGLES** has been appointed special assistant to Larrance E. Graham, sales manager, Fine Paper Division of the International Paper Co., N. Y. C. . . . At the 4th Annual Direct Mail Day of the Mail Advertising Club of Washington, D. C., **BOYCE MORGAN** was presented with the **MAC** annual award for outstanding service to direct mail. . . . **ROBERT C. MORROW**, vice president in charge of circulation for The Catholic Digest, has appointed Joseph B. Richard Associates to handle promotion on circulation and advertising. . . . **E. S. NUSPLIGER, JR.** appointed director of advertising and publicity, Metal & Thermit Corp., N. Y. C. . . . **POPULAR MERCHANDISE CO., INC.**, Passaic, N. J. has appointed Lawrence G. Chait & Co., Inc., N. Y. C. as advertising and marketing counsel for their Club Plan. . . . Hodes-Daniel Company, Inc., New York creative direct mail specialists, printers and mailers, announces appoint-

**30 YEARS
OF
RELIABLE
SERVICE**

**C. H. 'Hank' RUBY
& COMPANY, INC.**

339 West 51st Street
New York 19, New York

**MAIL
ORDER
LIST BROKERS**

JU 6-5315

IS IT TRUE WHAT
THEY SAY ABOUT
MEXICO?



YES IT'S TRUE, if you've heard that direct mail, sales literature, and catalogs can be quality produced in Mexico at phenomenal savings.

If you sell in any countries south of the border, you'll find great advantages to lithographing and mailing adaptations of your U.S. sales material in Spanish.

Write for full information.

FREDERICK ASSOCIATES
4490 Cass Avenue, Detroit 1, Michigan
GRAPHIC ARTS SERVICES / here and there



Auto-typist hits letter typing right on the button

Push-button automatic typing is bringing automation to the handling of office correspondence. Now typists push buttons instead of keys, and Auto-typist machines take over and do the typing. They do it in marvelous fashion, too—turning out letters at $2\frac{1}{2}$ times the speed of the fastest typist—neat, erasure-free, error-free letters that are as personal as your signature.

Well over half of general office correspondence is routine—or can be standardized. Sales letters, order acknowledgements, answers to inquiries, and collection letters are only a part of the correspondence that can be handled faster, easier, and more economically by Auto-typist. One typist can turn out 100-125 letters each day with an Auto-typist—3 to 4 times normal manual typing output.

How Auto-typist works—Precomposed letters and paragraphs are perforated on a wide paper roll. This perforated roll operates the typewriter keys. As much as 250 lines of copy can be stored on one roll. Twenty to thirty complete letters can be prepared, or a

series of paragraphs which can be combined to make up dozens of letters.

Salutations are manually typed. Then, by pushing the button or buttons that correspond to the letter or paragraphs desired, Auto-typist automatically picks out the letter wanted, or assembles the paragraphs in the order desired, and types each word as if it had been done by hand. Manual insertions of personal or variable data can be made in any part of the letter.

Present users include banks, manufacturers, insurance companies, hotels, publishers, retailers, fund raisers. Applications range from general correspondence typing to specialized uses such as new account promotional letters. The complete story is yours for the asking. Just write us on your letterhead.



Auto-typist

**60
Best
Business
Letters**

AMERICAN AUTOMATIC TYPEWRITER CO.
2323 N. Pulaski Road, Chicago 39, Illinois

29

Gentlemen:

Please send me full information about Auto-typist and free booklet "60 Best Business Letters."

Name & Title _____

Company _____

Address _____

City _____

Zone _____

State _____

Please send me your mailing list recommendations FREE OF CHARGE.

NAME _____

COMPANY _____

ADDRESS _____

BE SURE TO ENCLOSE YOUR MAILING PIECE OR DESCRIPTION OF YOUR OFFER

WILLIAM MADDERN INC.
 215 FOURTH AVENUE • NEW YORK 3, N. Y.
 PHONE: Spring 7-7460
 CHARTER MEMBER: National Council of Mailing List Brokers

SEND THIS COUPON! It will bring you complete **FREE** details about the many excellent new lists of mail order buyers we can supply for **YOUR** next mailing.

Ours is a national service, used and relied on by many of the most successful mailers (large and small) in all parts of the country. They know, from experience, that we can obtain the kind of lists that are ideally suited to their needs.

Chances are we have the **BEST** lists for your needs, yet they'll cost no more than ordinary lists. Our recommendation service is **FREE**. Simply send the coupon.

SPEED TYING OF OUTGOING MAIL SAVE TIME-LABOR-TWINE



**TIE LETTERS - PARCEL POST - CHECKS
PAPERS - CIRCULARS - LABELS - BOXES
with a AUTOMATIC PAK-TYER**

There is an **ALL-PURPOSE PAK TYER** for every application. Ten times faster than hand tying. Easy to operate and maintain. All bundles and packages can be automatically tied without any adjustment. 3 to 24 ply twine, as well as tapes and braids can be used. Several models to choose from. **LET FELINS CUT YOUR MAILING COSTS. WRITE FOR CIRCULARS AND PRICES NOW.**

FELINS TYING MACHINE CO.
 3351 N. 35th St.
 Milwaukee 16, Wis.



SAVE 50% ON POSTAGE

when mailing to Canadian prospects and customers Third class mailing in Canada costs only 2¢ against 4¢ in U.S.

For reliable envelope service write

**GLOBE
ENVELOPES**

MAIL IN CANADA TO CANADIANS!

1070 Queen St. E.,
 Toronto 8, Ontario Dept. 9P1

CUT MAILING COSTS WITH 24 HOUR EXPERT KEYSTONE SERVICE

**COMPLETE
FACILITIES**

Mailing lists...Folding...
 Inserting...Zoning...
 Metering & Stamping...
 P. O. delivery...Letters...
 Cards...Catalogs...Mailers...

SERVING LEADING FIRMS
 THROUGHOUT THE U. S. A.

WRITE FOR OUR LATEST CATALOG

KEYSTONE MAILING SERVICE

258 Broadway, New York 7, N. Y., Cortland 7-6171

SPECIAL INTRODUCTORY OFFER
 CORPORATION NAMES FROM
STANDARD & POORS \$15.00
REGISTER per M*

ADDRESSED ON YOUR ENVELOPES
 *Available on subscription

**MANY OTHER FERTILE
LISTS AT BUDGET PRICES**

WE TREAT YOUR MAIL
 AS IF IT WERE OUR OWN

NAMES IN THE NEWS

ment of **MRS. JEANETTE HARRISON REISER** as copy and promotion director.

... **SCOTT ROBERTSON**, president of Robertson, Buckley & Gotsch, Inc., Chicago advertising agency, presented the Premier Award of the National Advertising Agency Network to **BURKE ROCHE**, president, Binks Manufacturing Co., Chicago for their 1959 annual report. ...

THE SHALLER-RUBIN COMPANY, INC., New York advertising agency, will handle Eagle Pencil Company account.

... **ROBERT SILVERMAN, INC.**, Cleveland mail advertising service firm, has purchased the American Letter Service, as part of an expansion program. ...

WILLIAM STEINER ASSOCIATES, INC., New York direct mail agency, will handle Christmas gift subscription promotion for The Sign, a national Catholic magazine. ...

PETER SULICK, formerly with the DMAA, now advertising manager, Production Metals Inc., 299 Pavonia Ave., Jersey City 2, N. J. ... We regretfully note the recent death of **EDWARD H. SUTTON**, a director of the William G. Johnston Co., Pittsburgh. He was recognized as the dean of the Graphic Arts in Pittsburgh and was an old time DMAA member. ...

THE ULLMAN ORGANIZATION, Philadelphia advertising agency, has moved to new and larger quarters at 1515 Locust Street. ...

T. J. RURIK named northern division sales manager for Brown & Bigelow and will be located at 510 North Dearborn, Chicago, Ill. ...

WHEELER SAMMONS, until early this year the publisher of Who's Who in America, has announced he is opening up shop as a publishing consultant at 333 N. Michigan Ave., Chicago 1, Ill. ...

ROBERT S. SCHILLER, new production manager for Boland Associates, San Francisco, sales promotion and advertising agency. ...

VERNON SCHWAEGERLE has been appointed to the new position of executive secretary of the Financial Public Relations Assn., 231 So. LaSalle St., Chicago 4, Ill. Mr. Schwaegerle will succeed **PRESTON E. REED**, FPRA executive vice president, upon the latter's retirement in Nov. 1960. ...

J. HERBERT SCOTT has been appointed sales promotion manager, 500 Line Tools and Perma-Grit Products, and **C. MICHAEL MILLER**, sales promotion manager, Industrial Line Tools for Skil Corporation, Chicago. ...

ALLEN SMITH has been promoted to the post of special products advertising manager of Bulova Watch Co., Inc., Flushing 70, N. Y. ... The St. John Associates, Inc. (New York mail advertising service outfit) announces the appointment of **CHARLES E. SPANNAUS** as sales manager. ...

CARL E.



Feeling Listless? See Your Onomatologist

Members of the Guild staff who practice the science of analyzing and classifying names have two prescriptions for listlessness.

One brings in the extra income that your list is capable of producing. Our job is to find the people who would like to mail to your customers and prospects and to check with you to make sure the offers they plan to send out will meet with your approval. For the last sixty years this service has been developing substantial amounts of extra profits for many prominent companies.

The other prescription is used to treat cases where mailers are suffering from a lack of responsive prospects. Here we carefully analyze market requirements and suggest lists for specific campaigns. Such lists are available from a wide variety of sources and include the names of the active customers of many prominent mail-order companies.

If you want to increase the profits from your mailing list, or if you want to reach larger numbers of responsive prospects, we invite you to contact your Onomatologist.

GUILD OFFICES: 160 Engle St.



ENGLEWOOD, NEW JERSEY

Charter Member National Council of Mailing List Brokers

Rates \$1.50 per line \$1.00 Situation/Help Wanted Minimum 4 lines
Address: Classified Dept., The Reporter, 224 7th St., Garden City, N. Y.

CLASSIFIED ADVERTISING

ADDRESSING PLATES

POLLARD-ALLING — embossed and linked at \$25.00 per M; special rates for two liners and OCCUPANT; accuracy and delivery guaranteed; weekly capacity 75-100 M.

JACKSON EMBOSSEING SERVICE
4 S. Williams St., Whitehall, N. Y.

New Addressograph Plates and Frames
B or E Frames—\$27 per M, B plates—\$5 per M
E plates—\$6.50 per M, Speedamat \$6.45 per M
Price List and Samples on Request

Dean Forrest Co.
7 Foster Street
Revere 51, Mass.

ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4731. Est. 1923.

CANADA'S BEST MAILING LIST

275,000 live names on Elliott stencils
Call your list broker—TODAY
or Tobe's, 31, Catharines, Ontario

COLOR PRINTS

Mail full COLOR prints of your product in response to inquiries! Use in sales books, for advertising or display. QUALITY dye transfer COLOR prints from your transparency or artwork, one or 1,000. Sizes 4 x 5 to 16 x 20. LOW COST! Example: 4 x 5 size—100, .90¢; 1,000, .3400. Plus shipping. Consistent fidelity, guaranteed service.

COLORAGE, Inc.

116C So. Hollywood Way, Burbank, Calif.

DIRECT MAIL EQUIPMENT

Rebuilt IBM Electric Typewriters — \$49.95 Up.
Mailing Lists. Printing. For information, write: Selco Products, Danvers 12, Massachusetts.

FREE LANCE

EXPERIENCED freelance new products writer-photographer, with shopping column editor contacts. Can handle complete publicity program cheap. P.O. Box 2655, Tallahassee, Florida.

OFFICE EQUIPMENT FOR SALE

Complete direct mail department, including approx. 40,000 hardline retailers, all on addressograph plates. Includes addressograph, graphotype, cabinets and large quantity of extra plates. Reasonably priced at one-third original value. ROCCO PRODUCTS, INC., Mr. Gene Mills, 2924 Fourth Avenue South, Minneapolis 8, Minnesota TAYLOR 2-3133

IDEA KIT

Direct mail idea "Kit". Clip art, ideas, know-how. Cuts costs, saves time, boosts sales! Free facts. Warren, P.O. Box 674-R, Spokane 10, Wash.

FREE MAILING LISTS

OVER 2 MILLION NAMES ON PLATES
GUARANTEED 100% ACCURATE
ELECTRONIC SELECTED
CONSTANTLY CORRECTED

Retailers-Wholesalers-Manufacturers
Banks-Churches-Institutions
Choice of 350 Other Lists

"We Charge ONLY for Addressing"
(Usually Completed within 3 Days).

Write for FREE Catalogue.

SPEED-ADDRESS KRAUS CO.

48-01 42nd St., Long Island City 4, N. Y.
Stillwell 4-5922

MAILING LISTS

CATHOLIC LAYMEN, 200,000 recipients of Catholic quarterly. Recently corrected. For religious or general use. \$15.00 per M addressed on envelopes from Speedamat or on Cheshire labels. Minn. 5M for test.

CATHOLIC SERVICE FOLDERS

316 N. Michigan Avenue
Chicago 1, Illinois

95,000 INDUSTRIAL PLANT NAMES AT EXECUTIVE LEVEL

Industrial Market Place, 6029 N. Lincoln Ave.
RO 4-8070 Chicago 45, Illinois

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines on Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

New Mothers' names and addresses, neatly typed on gummed labels. Price \$10.00 per thousand. Also typing service. Schaubroeck Agency, Box 584-DM, Ava, Missouri.

PROFESSIONAL ACCOUNTANTS

100,000 individual accountants in U.S.
12,000 accounting firms in U.S.

6,000 chartered accountants in Canada

Used successfully by leading business-book, magazine publishers; tax, investment services. Professional Accountants Lists, 126 Liberty St. New York 6, N. Y. BARCLAY 7-9060

MAILING LISTS — 400,000 carefully selected names in Protestant field. Individual lists of clergymen, laymen and laywomen, Religious Education Directors, Bible Teachers, Chaplains, Youth Leaders and many others. Write for free brochure "Protestant Religious Lists." Macfarland Company, Box 540-D, Westfield, New Jersey.

MAILING LISTS

100,000 high grade names on Elliott stencils for sale. These people have been responsive to inspirational and cultural offers, and to direct mail fund appeals. Substantial unit of sale and average gift. Write or telephone for details and price. William M. Proff Associates, 42 Main St., Orange, N. J. ORANGE 7-1300.

FOR SALE: 200,000 name Electronic-Hi-Fi Mailing List. All ACTIVE CUSTOMERS. Speedamat plates, includes Trays, Cabinets. Strict Geographical arrangement. Recently cleaned. Box No. 93, The Reporter of Direct Mail Advertising.

MAILING MACHINES AND SUPPLIES

REBUILT ONE YEAR GUARANTEED
ADDRESSOGRAPHS - SPEEDAMATS - ELLIOTT'S
PLATES - FRAMES - TRAYS - CABINETS
EMBOSSING ADDGPH & SPEED PLATES
FOLDERS - SEALERS - PITNEY BOWES
TYING MACHINES - LETTER OPENERS
MAIL BAG RACKS - MAIL SORTING BINS
MAILERS EQUIPMENT CO.

40 W. 15th St., N. Y. 11 CH 3-3442

SPEEDAMAT ADDRESSERS
AUTOMATIC GRAPHOTYPES
ADDRESSOGRAPHS — GRAPHOTYPES
CABINETS — TRAYS — FRAMES — PLATES
MULTILITHS — MULTIGRAPHS — FOLDERS
PITNEY BOWES—TYING MACHINES—
OPENERS—ELLIOTT'S—LETTER OPENERS
ALL EQUIPMENT REBUILT AND GUARANTEED
AMERICAN BUSINESS MACHINES, INC.
573 BWAY, N.Y. 12, N.Y. — WO 6-4334

OFFSET CUTOUTS

DE LUXE CLIP BOOK NO. 1 contains 1000 alphabetized promotional heading specimens for offset reproduction. Sales ideas galore, in various lettering styles. Many reverses. 40 pages, 8x10 1/2 in. Was \$5.00, now only \$4.00 postpaid.

A. A. ARCHBOLD, PUBLISHER

419K S. Main St. Burbank, Calif.

PRINTING

5M — 8 pg booklet, 1 1/2¢; 12 pg, 2.5¢; 16 pg, 2.7¢; 32 pg, 5¢; 64 pg, 10¢. Free price list. Copen Press, 105 Court St., Bklyn, N. Y.

SPEEDAMAT ZINC PLATES

New York's biggest and best embosser places 47 Graphotypes and 90 skilled operators at your disposal for fast, accurate embossing of your lists at rock bottom cost of \$35.00 per thousand. Day and night shifts assure prompt delivery on the date promised. No Alibis. Circulation Associates, Inc., 226 West 56th Street, New York. JUDSON 6-3530.

WANTED

Phillipsburg Inserting Machine 2, 4, or 6 station. Will pay top price for fairly new machine. Contact Box 97, The Reporter of Direct Mail Advertising.

MALE OR FEMALE

If you are looking for a position or personnel replacement, contact the following:
Mr. J. Dudley Broderick, Hundred Million Club Job Placement Committee, % Double-day & Company, 501 Franklin Avenue, Garden City, N.Y.

Miss Eileen McGloin, Direct Mail Advertising Association, 3 East 57th Street, New York 22, New York.

SITUATION WANTED

DIRECT MAIL SPECIALIST

That knows how to — plan — create — execute — sound direct mail campaigns that sell — winner of three D.M.A.A. "Leader Awards" — one local "Best of Industry" award and — is an accomplished public speaker, desires new position with agency or industry in Detroit area. Box 91, The Reporter of Direct Mail Advertising.

I am a 39-year-old, single, West German, owner of my own export business for 10 years. Am very American-minded and intend to come to America for a couple of years and perhaps forever. Looking to affiliate with a medium size mail order firm who can use my knowledge and contacts with West German industry to buy products suitable to the American market. Will locate anywhere in America and can give first class references. Salary open. Write Box No. 94, The Reporter of Direct Mail Advertising.

DIRECT MAIL PLANT SUPERINTENDENT

One of New York's largest direct mail organizations needs a Plant Superintendent (general production manager), experienced with machine and manual inserting and mailing operations. Background in printing helpful. Will be part of top level management and will have major role in establishing policy. Company will pay relocation expenses.

Please forward, in confidence, full information concerning experience, availability, salary requirements, education and other pertinent data to:

Box No. 95
The Reporter of Direct Mail Advertising

HELP WANTED

MANAGER. Seeking young man, hard-working, ambitious, experienced all phases mail order, catalog, order handling, and club plans. Background in premiums and imports helpful. Take complete charge. Unlimited opportunity. Long Island. Submit resume. Box 92, The Reporter of Direct Mail Advertising.

DIRECT MAIL SALES PROMOTION MANAGER

An expanding mail order company in the mid-west seeks an aggressive, creative direct mail sales promotion manager with executive talent.

Requirements: 30-40 years of age; college degree, business administration, advertising, journalism or sales major preferred; 6-10 years experience in direct mail sales promotions. The ideal candidate should have knowledge and experience in market research and testing mailing lists; has probably worked in an ad agency; and/or has worked in a retail department store. He should have a success record, but need not have reached the top, be personable, aggressive but tactful, ambitious for promotion, capable of top management responsibility.

Salary: Top salary plus all fringe benefits including profit sharing plan.

For an interview send a complete resume including education, experience and salary record. Box #96, The Reporter of Direct Mail Advertising.

SWANSON, formerly an engineering executive with Remington Rand Univac, has joined the executive staff of the McGill Graphic Arts Center, St. Paul, Minn. **RAY S. OLIVER** has been appointed to the McGill staff as sales development manager. . . **MARVIN TABAK**, formerly advertising manager for Allmetal Screw Products Co., Inc., has announced the formation of his own advertising agency, known as Marvin Tabak Advertising at 105 West 47th St., New York. . . **JOHN TRUX** has been appointed sales promotion manager of Bell & Howell Co., Chicago. Formerly with RCA-Whirlpool Corp., St. Joseph, Mich. . . **I. M. GELDER**, account executive, The Reuben H. Donnelley Corp., was elected president of the Mail Advertising Service Assn. of Chicago; **HARVEY SOULMAN**, Dependence Mail Advertising Co., elected vice president; **HENRY SPITZ**, Spitz Advertising Service, treasurer; **THERESA MILLER**, Theresa Miller Letter Service, secretary, **JIM McLOUGHLIN** and **MARY LUCE** were elected to the Board of Directors for two years and **JOHN WECHSELBERGER** and **ALICE LANNON** were elected to the Board for one year. . . **JOHN C. VILLAUME** has been named the new president of International Textbook Company - International Correspondence Schools, Scranton, Pa. . . **MRS. CHARLES A. WARD** elected president of Brown & Bigelow, St. Paul, Minn. advertising specialty house. Succeeds her husband, who died suddenly last May. . . **AUBURN J. PERRY** is being transferred to the Northeast Sales Department of Oxford Paper Co. as a sales representative, effective July 1st. Will be located at Oxford's Boston office. . . **RUTH PLANDING** has been appointed executive secretary of the Sales Promotion Executives Association, located at national headquarters, 389 Fifth Ave., New York 16, N. Y. . . **HARRIET RAYMOND**, advertising manager of the Plastic Div. of Celanese Corp. of America, New York, has been named Advertising Woman of the Year by the Council on Women's Advertising Clubs of the Advertising Federation of America. . . **JANE B. SANDS**, who operates her own advertising agency in Boston, has been elected director of the Advertising Club of Boston for the 1959-1960 season. Jane is also advertising manager of The Prospect, bulletin of The Boston Sales Executives Club. . . **FLORENCE V. PETERSON** returns to staff of Parents' Institute, Inc., N. Y., after 8½ years with George Bryant & Staff on the West Coast.



Let's Celebrate!

BE ON THE LOOKOUT!

"IDEA" LETTERHEADS

Add lively interest to your messages! Unusual ideas illustrated in 4 colors for bulletins and mailings. 8½x11 size.

SEND FOR FREE CATALOG

IDEA ART

309 Fifth Avenue, New York 16

Direct Mail and Mail Order

COPY

- that makes SENSE
- that makes SALES
- that makes BUYERS want to do business with you

Write me about your plans or problems

All details handled by mail

ORVILLE E. REED

HOWELL, MICHIGAN

Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . Editor of IMP, "The world's smallest house organ"

TALKING (It's a Phonograph Record!) POST CARD

Full Colors!



DRAMATIC

sales punch for your product in full color plus a sound recording. Good for 200 playbacks. New techniques assure high quality and low prices.

Write to **CONSOLIDATED LITHO. CORP.**
[Paper Record Div.] Carle Place, L. I., N. Y.



DIRECT MAIL ADVERTISING
for . . .
Advertisers - Agencies
Publishers
647 Kent Avenue,
Teaneck, New Jersey

Prospect List

400,000 Small Businessmen \$18.75 per M. 1959 compilation of owners, partners, or top executives of small business. (Your choice as to home or business address). Write for geographic breakdown.

Advertising Letter Service

2930 E. Jefferson Avenue Detroit 7, Mich.



FAST

APPLY LABELS

Any Roll or Strip Label
with **WING MAILER**

CHAUNCEY WING'S SONS
GREENFIELD, MASS.

Direct Mail

advertising

LISTINGS ONE LINE PER ISSUE, \$34.00
PER YEAR. UNDER SPECIAL HEADINGS,
\$30.00 PER YEAR.

ADDRESSING

Creative Mailing Service, Inc., 400 N. Main, Freeport, N. Y. (FR 8-4839)

ADDRESSING AND MAILING

Mailmasters, Inc., 400 Northoff Place, Englewood, N. J. (LO 7-4811)
Mail-O-Mail, Route 46, Parsippany, New Jersey (DE 4-8442)

ADDRESSING PLATES AND EQUIPMENT

The Pongal Company, Pongal Building, Baymont, New Jersey (HE 6-5625)

ADDRESSING — TRADE

Belmar Typing Service, 301-71 11th St., Richmond Hill 18, N. Y. (VI 6-5323)
Monaco's Typing Service, 118 Dunwoody Road, West Islip, N. Y. (MO 1-4222)
S & S Typing Service, 304 Fifth Avenue, N. Y. (MU 2-9326)

ADVERTISING ART

A. A. Archibald, Publisher, 419 South Main Street, Bostwick, Calif. (TH 2-2793)
Idea Art, 307 Fifth Avenue, New York 16, New York (MU 6-7270)
Harry Volk, Jr., Art Studio, 1401 N. Main Street, Pleasantville 24, N.J. (MI 1-8800)

ADVERTISING SPECIALTIES

Piso Lettering Co., Inc., 293 East 46th Street, New York 17, N. Y. (PI 3-4943)
Gries Reproduction Corp., 125 Bechtold Ave., New Rochelle, N.Y. (NE 3-8600)
Menick-Sadell Associates, Suite 15, United Bldg., 145 Kennedy St., N.W., Washington, 11, D.C.
Taylor Merchant Corporation, 48 West 48th St., New York 36, N.Y. (PL 7-7700)

AUTOMATIC SIGNING MACHINES

International Autopen Corporation, 1028 20th St., N.W., Washington D.C. (FE 7-5814)

AUTOMATIC TYPEWRITING

Carlson Automatic Typewriting Service, 3744 N. Clark St., Chicago 13, Ill. (EA 7-5496)

BOOKS

Reporter of Direct Mail, 224 7th, Garden City, N. Y.
Dogs That Climb Trees, 1.00
How To Get The Right Start In Direct Advertising, 1.50
How To Think About Direct Mail, 1.00
How To Think About Letters, 1.00
How To Think About Headings of Direct Mail, 1.00
How Direct Mail Solves Management Problems, 1.00
How To Think About Showmanship in Direct Mail, 1.00
How To Think About Mail Order, 1.00
How To Think About Production and Mailing, 1.00
How To Think About Industrial Direct Mail, 3.00

COLLECTIONS

Arrow Service, 9 Yates Street, Schenectady 5, New York

COPYWRITERS (Free Lance)

Orrville E. Reed, 106 N. State St., Howell, Mich. (Tel: 65)

COOPERATIVE MAILINGS

The Rotham Company, P.O. Box 855, Kansas City 41, Missouri (TA 2-1881)

DIRECT MAIL AGENCIES

Abrend Associates, Inc., 601 Madison Ave., N. Y. 22, N. Y. (PL 1-0312)
American Mail Advertising, Inc., 610 Newbury Street, Boston 15, Mass.
Borkowski Advertising, 215 West Navarre St., South Bend 1, Indiana (CE 2-1065)
Lee P. Holt Jr., 64 E. Jackson Blvd., Chi. 4, Ill. (HA 7-9187)
The Buckley Organization, Phila. National Bank Bldg., Phila. 7, Pa.
Curtin and Pease, 1811 Jefferson Avenue, Toledo 2, Ohio (CH 4-8314)
Dickie Raymond, Inc., 470 Atlantic Avenue, Boston 10, Mass. (HA 6-3260)
Direct Mail Service, 173 Louie St., N. W., Atlanta 3, Ga. (JA 3-3098)
Frederick Associates, 4490 Cass Avenue, Detroit, Michigan
Hert Garmise Associates, Inc., 20 East 46th St., New York 17, N. Y. (YU 6-8090)
General Office Service, Inc., 1355 New York Avenue, N.E., Washington, D.C. (LA 9-1727)
Harrison Service Inc., 210 East 50th Street, New York 22, N. Y. (PL 1-2820)
Hickey-Murphy Div. of James Gray, Inc., 216 E. 45th St., N. Y. 17, N. Y. (MT 5-9000)
KGA, Inc., 10 East 9th St., New York 17, N.Y. (EL 3-1530)
John M. Lord & Co., 171 Newbury Street, Boston 18, Mass. (CV 7-1090)
McVicker & Higginbotham, Inc., 11 West 42nd St., New York 36, N. Y. (OX 5-4023)
Monogram, Inc., 515 Madison Avenue, New York 22, N.Y. (PL 3-8074)
R. L. Folk & Co., 431 Howard Street, Detroit 31, Mich. (WO 1-6070)
Reply-O-Letter, 7 Central Park W., N. Y. 23, N. Y. (CI 5-8118)

Reply-O-Letter, 664 No. Michigan Ave., Chicago 11, Ill. (MI 2-2858)
Reply-O-Letter, 10 Post Office Square, Boston 9, Mass. (HA 9-1530)
Reply-O-Letter, 1150 E. 23rd St., Cleveland 1, Ohio (FR 1-8470)
Reply-O-Letter, 1400 Dexter Blvd., Detroit 22, Mich. (DI 1-2221)
Reply-O-Letter, 2511 Main-Well Drive, Portland 2, Ore. (OL 4-0414)
Reply-O-Letter, 1480 Bay Shore Blvd., San Francisco, Calif. (JC 9-2207)
Reply-O-Letter, 4400 Court, 43 Scott St., Toronto 1, Canada (EM 3-1871)
Reply-O-Letter, 107 Queen Street, Brisbane, Australia (B2411)
Response Letter, 411 South Sangamon Street, Chicago 7, Illinois (MO 6-9878)
Response Letter, New York Office, (EN 6600)
The Reuben H. Donnelly Corporation, 170 Central Plaza, Chicago 1, Illinois (VI 2-3232)
Richardson Shaw Inc., 15555 W. McNichols Rd., Detroit 35, Mich. (HR 3-0900)
The Rylander Co., 218 W. Jackson Blvd., Chicago, Ill. (RA 6-4700)
Maxwell Washburn & Company, Inc., 345 Madison Avenue, N. Y. 22, N. Y. (PL 1-3141)
Sales Letters, Inc., 153 West 23rd St., N.Y., N.Y. (WA 2-2080)
Shaller Rubin Co., 312 Fifth Avenue, N.Y. 1, N.Y. (OX 3-1000)
The Smith Company, 61 Louie St., San Francisco, Calif. (SU 1-6040)
William Steiner Associates, Inc., 42 East 64th St., N.Y. 21, N.Y. (TE 8-1353)

DIRECT MAIL EQUIPMENT

Bell & Howell Phillipsburg, Phillipsburg, New Jersey
B. H. Bonn Co., 680 S. Vincennes Ave., Chicago 29, Ill. (BU 3-4400)
Chester Mailing Machines, Inc., 1841 No. Humbre Street, Chicago 22, Illinois
Forma Press Machine Co., 3341 N. 43rd St., Milwaukee 16, Wis. (HI 5-7141)
Forma Mailing Machine Co., Inc., 2538 Washington Avenue, San Leandro, Calif.
National Bundle Tied Company, Blissfield, Michigan (HI 192)
Piney Boxes, Inc., Stamford, Conn. (PI 8-2621)
Scriptomatic, Inc., 310 N. 11th St., Phila. 7, Pa. (WA 2-1241)
Chauncey Wing's Sons, 278 Prince Street, Greenfield, Mass.

ELLIOTT STENCIL CUTTING

Allee Business Service, Inc., 32-15 33rd St., Long Island City 6, N. Y. (AS 8-4302)
Creative Mailing Service, 300 N. Main St., Freeport, N. Y. (FR 8-4839)
Elliott Addressing Machine Co., 117 Leonard St., New York 19, N. Y. (WA 9-1324)

ENVELOPES

The American Paper Products Co., Envelope Terrace, Southern Blvd. at McClurg Rd., Youngstown, Ohio (SK 8-4545)
Atlanta Envelope Co., P. O. Box 1267, Atlanta 1, Ga. (TR 6-2686)
Berlin & Jones Company, 601 W. 28th St., N. Y. C. 1 (WA 4-4400)
The Boston Envelope Co., 207 High St., Dedham, Mass. (FA 5-6709)
Samuel Cupples Envelope Co., 360 Furman St., Brooklyn 2, N. Y. (TR 6-8200)
Cupples-Hesse Corp., 1485 Kossauqua Way, Des Moines 14, Iowa (AT 8-5737)
Cupples-Hesse Corp., 3633 Michigan Ave., Detroit 16, Mich. (TA 6-7309)
Cupples-Hesse Corp., 4175 N. Kingshighway, St. Louis 15, Mo. (EV 3-7000)
Curtis 1000 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1231)
Detroit Tuller Envelope Co., 2139 Howard St., Detroit 16, Mich. (TA 5-7200)
Garden City Envelope Co., 3401 N. Rockwell St., Chi. 3, Ill. (CO 7-3600)
Globe Envelope Co., 1670 Queen St., Toronto 5, Ontario, Canada
The Gray Envelope Mfg. Co., 55 33rd St., Brooklyn 32, N. Y. (ST 8-2900)
Heo Envelope Co., 4500 Corland St., Chi. 39, Ill. (CA 7-2400)
Hochester Envelope Co., 72 Charlissa St., Rochester 14, N. Y. (HA 6-2404)
The Standard Envelope Co., 1600 E. 30th St., Cleveland 14, O. (PR 1-3900)
Tension Envelope Corporation, New York, St. Louis, Minneapolis, Des Moines, Kansas City, Fort Worth
Transo Envelope Co., 3542 N. Kimball Ave., Chicago 18, Ill. (TR 8-0914)
Plants in New York, Chicago, Los Angeles—Offices in All Principal Cities
United States Envelope Co., Springfield 2, Mass. (RE 6-7211)
United States Envelope Co., 317 Broadway, N. Y. N. Y. (PL 2-5700)
Wolf Detroit Envelope Co., 18700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)

ENVELOPE SPECIALTIES

Curtis 1000 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1231)
Garden City Envelope Co., 3401 N. Rockwell St., Chi. 3, Ill. (CO 7-3600)
Heo Envelope Co., 4500 Corland St., Chi. 39, Ill. (CA 7-2400)
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo. (KA 1-0002)
The Sawdon Company Inc., 480 Lexington Ave., New York 17, N. Y. (PL 5-2518)
The Wolf Envelope Co., 1749-81 E. 22nd St., Cleveland 1, O. (PH 1-8470)

FOREIGN MAILINGS

DeMutator MV, Willemssparkweg 112, Amsterdam, Holland
Dillon-Agnew Associates, 10 East 49th Street, New York 17, N. Y. (PL 2-5700)
R. Hill & Son, Ltd., Kent Street, AUCKLAND, S.E. 1, New Zealand
C. F. Sandberg, Direct Mail A/S, Rindalstret, 8, Oslo, Norway

FREELANCE COPYWRITERS

Paul J. Bringe, 4531 North 35th Street, Milwaukee 9, Wisconsin

INSERTING SERVICE — AUTOMATIC MACHINE

Bonded-Nationwide, 753 4th Ave., Brooklyn 32, N. Y. (BO 8-4819)
Circulation Associates, 1745 Broadway, New York, N. Y. (JU 6-3530)
Creative Mailing Service, 460 North Main St., Freeport, N. Y. (FR 8-4830)
D & A Electronic Mailers, 318 N. 4th Street, Milwaukee 2, Wisconsin (BR 7-8521)
LeMarge Mailing Service, 417 S. Jefferson Street, Chicago 7, Illinois

Mailmasters, Inc., 460 Nordhoff Place, Englewood, N. J. (LO 7-4811)
 Mailings Incorporated, 1201 N. York St., N. Y. (WA 9-1148)
 The Roskam Company, P.O. Box 855, Kansas City 41, Missouri (TA 2-1881)

LABEL PASTERS

Potdevin Machine Co., 281 North St., Teterboro, N. J. (HA 8-1941)

LETTERS

Allen Hollander & Co., Inc., 385 Gerard Ave., New York 51, N. Y. (MO 3-1818)
 Dennison Mfg. Co., Framingham, Mass. (TR 3-2511)
 Penny Label Company, 9 Murray St., N. Y. (BA 7-1771)

LETTERS

Responda Letter, 411 South Sangamon Street, Chicago 7, Illinois (MO 8-9878)
 Responda Letter, New York Office, (EN 6-539)

LETTER GADGETS

Howell Co., 45 W. 45th St., N. Y. 36, N. Y. (JU 2-2186)
 Robert Straub & Co., 542 South Dearborn St., Chicago 5, Ill. (WA 2-1881)

MAIL ADVERTISING SERVICES (Lettershops)

BOSTON, MASSACHUSETTS
 Jordan-Dennis Company, 278 Roxbury Street (19)

BROOKLYN

Valco Reproduction & Mailing Service, Inc., 1715 Ave. Z, Bklyn. 35, N. Y. (SH 2-5235)

CLEVELAND

Robert Silverman, Inc., 1270 Ontario Street (13) (CH 1-6575)

DETROIT

Advertising Distributors of America, Inc., 4444 Cass Ave. (1) (TE 3-3509)
 Advertising Letter Service, 2930 Jefferson East, (7) (LO 7-9335)
 National Mailing Corp., 6201 Grand River Ave. (8) (TX 8-2811)
 R. L. Polk & Co., 431 Howard St. (31) (WO 1-9479)

HOUSTON

Premier Printing & Letter Serv., 629 Texas Ave. (2) (CA 7-4144)

LOS ANGELES

Krupp's Adv. Mailing Serv., 2390 W. Pico Blvd. (4) (DU 3-5421)
 The Mailing House, 1919 N. Main Street, Los Angeles 29, Calif. (NO 3-4271)

MIAMI, FLORIDA

Acc Letter Service Co., 3800 N.E. 1st Avenue (PL 7-4577)

MINNEAPOLIS

Gile Letter Service, 723 Third Ave. S. (2) (FE 3-3417)

NEW YORK CITY

Advertisers Mailing Service, Inc., 45 West 18th St., New York, N. Y. (AL 5-4509)
 Ambassador Letter Serv. Co., 11 Stone St. (4) (BO 9-0607)
 Century Letter Company, Inc., 48 East 21st Street, (19) (AL 4-8090)
 Chase Direct Mail Service Corp., 12 E. 40th St. (17) (MI 7-2939)
 Circulation Associates, 1745 Broadway, New York, N. Y. (JU 6-3339)
 Fifth Avenue Letter Service, 110 Fifth Avenue, N. Y. (CH 2-5211)
 Mailings Incorporated, 100 West 13th St. (11) (WA 9-2188)
 Mary Ellen Assoc. Company, 250 Park Avenue, New York 17, N. Y. (YU 6-7833)
 The St. John Assoc. Inc., 75 W. 45th St. (26) (JU 2-3444)
 Time Letter Service, 43 East 19th St. (13) (AL 4-0174)

PHILADELPHIA

Washington Mail Advertising Serv., 1941 Arch St. (7) (LO 3-1840)
 Zip-Opener Corp., Div. Connelly Org., 1919 Arch St. (7) (MA 7-8133)

PITTSBURGH

Advertisers Associates, Inc., 1627 Penn Avenue (AT 1-6144)

ROCHESTER, NEW YORK

Ayer & Streib, 15 South Avenue (BA 5-6340)

SAN FRANCISCO

The Letter Shop, 67 Beale St. (BU 1-6364)

WESTFIELD, NEW JERSEY

Union County Printing & Mailing Service, 233 North Avenue, Westfield, N. J. (AD 2-8393)

MAILING LISTS - BROKERS

Archer-Bennett List Service, Inc., 140 W. 55th St., N. Y. 19, N. Y. (JU 6-3768)
 George Bryant & Staff, 71 Grand Avenue, Englewood, N. J. (LO 7-3290)
 The Cardfile Co., Inc., 325 East 23rd St., N. Y. 10 (AL 4-8870)
 Dependable Mailing Lists Inc., 381 4th Ave., N. Y. 10 (OR 9-7160)
 Walter Drey, Inc., 333 N. Michigan Ave., Chl. 1, Ill. (PI 6-7453)
 Walter Drey, Inc., 333 N. Y. 19, N. Y. (OR 4-2911)
 Eli Kogos, 420 Main Street, Webster, Massachusetts (WE 2786)
 Guild Co., 100 Engle St., Englewood, N. J. (BR 9-4961)
 Walter Karl, Inc., 400 W. 45th St., New York, N. Y. (PA 4-3226)
 Lewis Kield, Inc., 25 West 45th St., New York 36, N. Y. (JU 2-0830)
 Cell Levine Screened Mailing Lists, Flisk Building, 250 W. 57th St., N. Y. 19, N. Y. (JU 6-2086 7)

Willis Madden, Inc., 315 4th Ave., N. Y. 10, N. Y. (SP 7-7460)
 Mosely Mail Order List Serv., 38 Newbury St., Boston 16, Mass. (CO 6-3280)
 Names Unlimited, Inc., 352 Fourth Avenue, New York 10, N. Y. (MU 6-2454)
 People in Places, Inc., 41 Fifth Ave., New York 10, N. Y. (GB 7-3774)
 Planned Circulation, 19 West 40th Street, New York 36, N. Y. (MU 7-4158)
 William M. Profit Associates, 42 Main St., Orange, N.J. (OR 7-1390)
 The Roskam Company, P.O. Box 855, Kansas City 41, Missouri (TA 2-1881)
 C. H. "Hank" Ruby & Co., Inc., 339 W. 51st St., N. Y. 19, N. Y. (JU 6-5315)
 Sanford Evans & Co., Ltd., 156 Lombard Ave., Winnipeg 2, Man. (WH 2-2151)
 William Stroth, Jr., 568-570 54th St., New York, N. J. (TN 4-4860)
 James E. True Associates, 419 Fourth Avenue, New York, N. Y. (MU 9-0950)

MAILING LISTS - BY SUBJECT

FOR LIST SOURCE, COMPARE NAME IN PARENTHESES WITH LISTING BELOW OR COMPILERS & OWNERS

Business, Professional Lists, (Ed Burnett Company)
 Direct Mail Users, 18,500, (Reporter for DM)
 Fund Raising Lists, (Wm. M. Profit Associates)
 Opportunity Seekers and Start In Business, 200,000 (William Stroth, Jr.)
 Pet Shops, 6000, Pet supply jobbers, 221, Cat breeders, 7089, (All Pets)

MAILING LISTS - COMPILERS & OWNERS

Active Mail Order List Co., 241 Lafayette St., N.Y. 12, N.Y. (WA 5-2450)
 Albert Mailing Lists, 120 Liberty St., N.Y. (RE 2-7573)
 Allison Mailing List Corp., 806 Lexington Ave., N.Y. 21, N.Y. (TE 2-8120)
 All-Pets Magazine, Inc., 74 Parkling Place, Fond du Lac, Wis. (WA 8-0609)
 Associated Advertising Service, 613 Willow Street, Port Huron, Mich. (YU 5-7773)
 Bookbuyers List, 383 Broadway, N.Y. 12, N.Y. (WO 4-5871)
 Boy's City Dispatch, Inc., 220 E. 23rd St., N.Y. 10, N.Y. (TE 2-8250)
 Buckley-Dement, 355 W. Jackson Blvd., Chicago 6, Ill. (HA 7-3862)
 Ed Burnett Company, 513 Sixth Avenue, N.Y. 11, N.Y. (AL 5-7177)
 Creative Mailing Service, 400 N. Main St., Fremont, N.Y. (PR 8-4539)
 Dependable Mailing Lists, 381 Fourth Avenue, N.Y. 16, N.Y. (OR 9-7160)
 Directory of Associations, Gale Research Co., 3414 Book Bldg., Detroit 26, Mich. (WO 1-2242)
 Walter Drey, Inc., 333 N. Michigan Ave., Chl. 1, Ill. (PI 6-7453)
 Buckley-Dement, 355 W. Jackson Blvd., Chicago 6, Ill. (HA 7-3862)
 Dunhill International List Co., Inc., 444 Fourth Ave., N.Y. 19, N.Y. (MU 6-3700)

E-Z Addressing Serv., 83 Washington St., N. Y. 6, N. Y. (HA 2-9492)
 Fisher-Stevens, Inc., 120 Brighton Road, Clifton, New Jersey
 Friss & Hoffheimer, 28 E. 22nd St., N. Y. 10, N. Y. (OR 1-9429)
 Industrial List Bureau, 420 Main Street, Webster, Mass. (WE 2786)
 Industrial Machinery News, 16237 Myers Rd., Detroit 35, Mich. (UN 3-5811)
 Keynotes Mailing Service, Inc., 258 Broadway, N. Y. 7, N. Y. (CO 7-0111-3)
 Mailing List Compilation Bureau, 2570 E. 18th St., Brooklyn 30, N. Y. (SH 4-2026)
 Manpower, Inc., Home Office-820 N. Plankinton, Milwaukee 3, Wisconsin
 See Office in Major Cities
 McGraw-Hill Publishing Co., See Yellow Pages for Local Phone Numbers

Direct Mail Div., 320 West 42nd St., New York, N.Y. (LO 4-3909)
 O. E. McIntyre, 375 Park Ave., New York 22, N.Y. (MU 8-2113)
 Medical Mailing Service, Inc., 420 South Clinton St., Chicago 7, Illinois
 National Birth Record Company, 10 West 15th Street, N. Y. 11, N. Y. (OR 3-5097)
 National Business Lists Associates, 349 West Fulton Street, Chicago 6, Illinois
 National Mailing Lists of America, 239 North 4th Street, Columbus, Ohio
 Official Catholic Directory, 12 Barclay St., N. Y. 6, N. Y. (BA 7-5909)
 R. L. Polk & Co., Howard Street, Detroit 31, Michigan (WO 1-9479)
 W. S. Ponton, Inc., 44 Homer St., Englewood, N. J. (LO 9-5209)
 William M. Profit Associates, 42 Main St., Orange, N.J. (OR 7-1390)
 Lisle M. Ramsey & Associates, Inc., 104 South Fourth St., St. Louis, Mo.
 R. L. Hashmir, 3410 Calumet Blvd., N. Hollywood, Calif. (PO 6-9539)
 Office of Direct Mail Adv., 224 7th St., Garden City, N. Y. (PI 6-1837)
 W. E. Watson Corp., Inc., 404 Fourth Ave., New York, N. Y. (JU 2-0630)
 The Speed Address Co., 48-01 42nd St., Long Island City 4, N. Y. (ST 4-5922)
 William Stroth, Jr., 568-570 54th St., New York, N. J. (TN 4-4860)
 23 Hanna Ave., Freeport, N. Y. (FH 9-5121)
 Zeller and Lettice, Inc., 15 East 26th St., N. Y. 38, N. Y. (MU 3-6274)

MAIL ORDER CONSULTANT

Herbert L. Kellner & Associates, 131 S. Wabash Ave., Chicago 3, Ill. (AN 3-2242)

MANUFACTURERS-ADDRESSING MACHINES & ACCESSORIES

Pollard-Ailling Mfg. Co., 220 W. 18th St., N. Y. 11, N. Y. (CH 3-0622)

MERCHANDISE FOR DIRECT MAIL

Crystal Transparent Corporation, 263-273 William St., Englewood, N.J. (WI 7-4435)

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co., 19 S. Wells Street, Chicago 6, Ill. (ST 2-7808)

OCCUPANT MAILING LISTS-LOCAL & NATIONAL

Advertising Distributors of America, Inc., 444 Cass Ave., Detroit 1, Michigan (TE 3-6509)
 Occupant Mailing Lists of America, 239 North 4th Street, Columbus, Ohio

PAPER MANUFACTURERS

Allied Paper Mills, 1608 Lake Street, Kalamazoo, Michigan
 American Writing Paper Corporation, 1259 S. Meade St., Appleton, Wis. (4144)
 Appleton Coated Paper Co., 1259 S. Meade St., Appleton, Wis. (4144)
 Bergstrom Paper Company, Neenah, Wisconsin
 Curtis Paper Company, Newark, Delaware (EN 8-8513)
 Eastern Corporation, Bangor, Maine (BA 7-8241)
 Esleeck Manufacturing Co., Turners Falls, Massachusetts
 Fletcher Paper Company, 29 North Wacker Drive, Chicago 6, Illinois
 Fraser Paper Limited, 420 Lexington Ave., N. Y. 17, N. Y. (LE 2-4380)
 Hammermill Paper Co., Erie, Pa. (TE 4-7101)
 Howard Paper Mills, Inc., 113 Columbia St., Dayton 7, Ohio
 International Paper Co., 220 E. 42nd St., N. Y. 17, N. Y. (MU 7-7099)
 Kimberly-Clark Corporation, Racine, Wisconsin (FA 2-3211)
 Mead Papers, Inc., 118 West First Street, Dayton 2, Ohio
 Mohawk Paper Company, Cohoes, N. Y.
 News-Edwards Paper Co., Port Edwards, Wis. (Tel: 3111)
 New York & Pennsylvania Co., 330 Park Avenue, New York 17, N. Y. (PA 4-4250)
 Peninsular Paper Co., Ypsilanti, Mich. (HU 2-2009)
 Rex Paper Co., Kalamazoo, Mich. (FI 2-0151)
 Rising Paper Co., Homestead, Mass. (HO 47)
 The Sore Paper Company, Middletown, Ohio
 S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts

PHOTO ENGRAVERS

Horan Engraving Co., Inc., 44 W. 28th St., New York 1, N. Y. (MU 9-8585)

POST CARDS

CURTTECHCOLOR 3-D by Curt Tech & Co., Inc., 1733 W. Irving Park Road, Chicago 13, Illinois (BU 1-0606)

PRINTERS - LETTERPRESS & LITHOGRAPHY

Black Oak Press, 2325 Durbin Street, Black Oak, Gary, Indiana
 Colorcraft, 1609 Chestnut Street, Philadelphia 3, Pennsylvania
 Colorcure, 2412 17th Street S.W., Washington, D. C.
 Cune Press, Inc., 2212 South Grove St., Chicago 16, Illinois (VI 2-2100)
 New Printing Co., Inc., 92 Ives Lane, Hackensack, New Jersey (HU 9-5050)
 Parvatec Printers, Inc., 650 West Lake St., Chicago 6, Illinois
 Runkle, Thompson, Kovats, Inc., 650 West Lake St., Chicago 6, Illinois

PRINTING EQUIPMENT

R. Verner & Co., Inc., 52 Duane Street, New York 7, N. Y. (RA 7-1466)

PRINTING-OFFSET LITHOGRAPHY

Gee Lithographing Company, 42 West 61st Street, Chicago 21, Illinois

SALES AND MERCHANDISING CONSULTANT

Ralph T. Curtis, 903 E. Powell Avenue, Evansville 13, Ind. (HA 2-3794)

SEASONAL STATIONERY

Arthur Thompson & Company, 109 Market Place, Baltimore 2, Maryland (PI 2-4866)

STENCIL CUTTING AND LIST MAINTENANCE

Circulation Associates, 1745 Broadway, New York, N. Y. (JU 6-3520)
 Clear Cut Duplicating Co., 149 Broadway, New York 6, N. Y. (DI 9-4668)

SUBSCRIPTION FULFILLMENT SERVICE

Circulation Associates, 1745 Broadway, New York, N. Y. (JU 6-3520)
 Globe Fulfillment Corporation, 148 W. 23rd St., N. Y. 11, N. Y. (OR 5-4600)

SYNDICATED HOUSE MAGAZINES

The William Feather Co., 8900 Clinton Rd., Cleveland 9, O. (AT 1-4122)
 The Henry F. Heinrichs Publications, The House of Sunshine, Litchfield, Ill. (254)

TRADE ASSOCIATIONS

Association of First Class Mailers, 211 Wyatt Building, Washington 5, D.C.
 Associated Third Class Mail Users, 1400 G St., N.W. Wash. 5, D. C. (ME 8-2447)
 Direct Mail Advertising Assn., 3 E. 57th St., N. Y. 22 (MU 8-7388)
 MASA International, 19129 Jonckheere, Detroit 35, Mich. (TN 4-3545)
 National Council of Mailing List Brokers
 Parcel Post Association, 55 W. 42 St., N. Y. 36, N. Y. (PE 8-6615)
 1013 Woodward Building, Washington 5, D.C.

TYPOGRAPHERS

Rapid Typographers, Inc., 385 East 46th Street, N.Y. 17, N.Y. (MU 8-2445)

ANYONE interested in direct mail must, naturally, be interested in names and orders obtained through print media. Print media, on the other hand, are just as naturally interested in direct mail since most mail-order advertisers are in the direct mail business.

Fawcett Publications, traditionally, is a publisher of special-interest magazines, and many of Fawcett's special-interest publications have Shopping Sections from which readers order items for themselves and their families.

No matter what your special-interest group may be, Fawcett may be reaching a concentrated market of prime prospects for you: if you're interested in young, well-heeled men "on-the-way-up," try TRUE; if you want to reach more than four million homemakers, it's WOMAN'S DAY; CAVALIER offers a low-cost, concentrated market of men; very young married women with young children read TRUE CONFESSIONS; CHRISTMAS SHOPPER'S BARGAIN GUIDE is the only consumer magazine devoted exclusively to mail-order products. These PLUS...TRUE BOATING MAGAZINE, TRUE HUNTING YEARBOOK, TRUE FISHING YEARBOOK...and four *more* Christmas books.

Fawcett magazines are *not* all things to all people, but they *are* all things to their own special-interest readers.

Try building your direct mail lists through print advertising. Call Joe Sheldon, Manager, Fawcett Shopping Sections, 67 West 44th Street, N. Y. 36, N. Y. MUrray Hill 2-3606...OR...meet him in Montreal; he'll be at the convention.

FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that
with visitors to the Editor of *The Reporter*

THE FRONT PORCH will be deserted much of September. We'll be visiting and conventioning. A short stop in Washington before going to New York for the biggest graphic arts celebration ever held. The printing equipment show will be at the Coliseum . . . 200 exhibits covering 160,000 square feet of three floors. More than 200,000 visitors are expected, many from foreign countries.

In addition, there will be an International Graphic Arts Exposition of fine printing at the New York Trade Show Bldg., 500 Eighth Ave. During all this week (September 5 to 12) of hullabaloo, twelve graphic arts associations are holding their annual conventions. The Printing Industry of America will be headquartered at the Waldorf-Astoria Hotel. Other specialized printing supply and service groups are scattered in hotels all over town. As one association bulletin termed it: "The nation's printers are faced with a week of complete confusion."

We hope to find a little free time to see a couple of Broadway productions and visit Garden City office and family . . . with a side trip to New London Submarine Base. On Sunday, September 13, we'll take the DMAA special Trans-Canada Airline plane for Montreal and the DMAA and MASA conventions. Both have been well planned and competently publicized. Big advance registrations (nearly 800) indicate that final attendance may break records. It will be a big reunion on friendly Canadian soil and we're looking forward to it. Have been for a year. Reporter suite is all set to open Sunday afternoon the 13th. We'll be expecting to see a lot of you there.

IT IS TOO BAD that articles such as "How to Make a Fortune C.O.D." have to appear. But unfortunately this one did in the August 1959 issue of *Man's Magazine*. In the past, we've protested against articles derogatory to direct mail. This one is just the reverse . . . too much praise for the power of mail order to build a fortune without much work or capital. Typical rehash of old stories of fabulous successes in mail order. Some cases given are not accurate; others are exaggerated. The author scraped the barrel to build up a convincing story. He did point out a few well-known pitfalls. But basically the article fulfills the mission of getting more unqualified neophytes into a money-losing gamble.

It's too bad the article had to mention the *The Reporter* of Direct Mail Advertising and the Business Mail Foundation as sources for the neophytes to obtain information. Both have been flooded with poorly-written inquiries, some penciled on wrapping paper. We try to be courteous by sending a sample copy and list of literature available . . . but 99½% of these people don't belong in direct mail. They don't have the necessary background or education.

All of this leads again into the subject of the mail order

racketeers. We've spent a lot of time during the summer either in correspondence or telephone calls on this increasingly serious problem: The grafters who are trying to sell the neophytes franchises for getting into mail order the quick and easy way.

I don't want to say too much about it now, but some of us are organizing a quiet campaign to collect information and case histories. One of us (to remain unknown at present, but not HH) is planning to write an expose on all the grafters, if a publisher with nerve enough to print it can be found. The idea is: Then we can throw the book at all future racketeers and their intended victims. One cooperator in the manhunt has already contacted, bought franchises from, or negotiated for service with, 23 of the most notorious "get into easy mail order" promoters from coast to coast. His experiences would make your stomach turn somersaults. If the book is never completed, at least the sordid case history file can be turned over to the Federal Trade Commission for a national crackdown.

There are serious, responsible people behind this investigation. If you run into suspicious get-rich-quick mail order schemes, send the samples or evidence to me. I'll pass along for the master file. One thing that gripes all of us is the number of disabled, forced-to-stay-at-home individuals who are fooled by these franchise or drop shipment vultures. They spend their money on a dream, and then wake up to find their situation more hopeless than before. In some cases, the racketeers, once they get the franchise payment, are so brazen they don't attempt to answer mail, and cannot be reached on the telephone. Those who get hooked are usually too inexperienced or ashamed to raise Cain. But in the near future, these outright fraud cases will be referred to local district attorneys. If you want to help, don't forget to send the samples of suspect pieces.

THUMBNAIL OBSERVATIONS HEARD ON THE FRONT PORCH: Fidel Castro would be more convincing if he shaved off that silly, mangy beard and looked, dressed and acted as a sensible leader should. ‡ Jimmy Hoffa sunk to an alltime low when he referred to responsible members of Congress as "To hell with them." ‡ After Hoffa's arrogance, it seemed incredible that Congress should waste time with arguments as to whether union hoodlums should be regulated by harsh, medium or light regulatory laws . . . or none at all. ‡ Nationwide industry strikes dominated by a few wilful men are a menace to national economy. They should be prohibited entirely . . . especially when affecting public health and welfare. ‡ Strikes against government defense projects are a national disgrace . . . such as the one at Cape Canaveral. ‡ The New York hospital strike (Communist inspired) was also a disgrace. ‡ No wonder folks are getting fed up on the multiplicity of charity drives. The police department in San Francisco in one recent month issued 24 permits to different organizations for door-to-door solicitation. It's reported that many housewives are slamming the door on all . . . not waiting to hear the pitch. Bad for the most deserving. ‡ The fuss over *Lady Chatterley's Lover* caused nearly as much news coverage as the international situations. Was interesting to read the pros and cons. One result has been an avalanche of paperbound book capitalizing on

the Grove Press victory (we said our say in the August Reporter). § Coincidentally, that full-color spread on pages 70 and 71 of the August 1959 Holiday magazine caused raised eyebrows. § A gripe we hear about publisher-agency relations is . . . the habit of some agencies to get a story about a client's operation "planted" with an editor; and then pester heck out of the publisher's staff to get the story printed. Careful checkup sometimes reveals that many points in story are either wrong or highly exaggerated. § The publishers and Better Business Bureaus are having headaches over a recurrence of shady field selling practices, so prevalent before organization of Central Registry. Will take another major operation to eliminate the fake cripples, phony veterans, students "working their way through college" . . . and other high-pressure tactics irritating home folks, who thereupon build up resistance to all forms of solicitation, either personal or by mail. § Have you tried the new "talking magazines." Two now on American market—*Echo* and *Living Music*. Records are pressed on laminated paper and spiralbound in magazine. Open to correct page and place on hi-fi player at 33-1/3 rpm. Idea got its start in France last year with publication of Sonorama. § Some philatelists are burned up over things being done to postage stamps. Post Office not long ago announced no stamp would be issued honoring anyone who hadn't been dead at least 25 years. Ink was hardly dry on announcement before plans were made for a stamp honoring the late John Foster Dulles. Same critics also think it's an outrage to honor foreigners on commemorative stamps. Public doesn't care a hang. Postal employees are so confused now with all the unrecognizable issues . . . one joker, as an experiment, recently mailed a letter with a Nazi-regime German stamp and it went through without complaint. Back of envelope even carried Adolf Hitler's return address. § Some of us think too many printers and lettershops in their advertising over-emphasize mechanical equipment. Average mail using customer isn't too much impressed with pictures of complicated machines. There are other more important "benefits" to the buyer . . . good service, accuracy, precision workmanship, fair prices, etc., etc. § We still don't like the idea of actors in TV dramas stepping out of character to rave over, demonstrate, smack their lips about, etc., some cigarette, drink or gas buggy. Seems like a prostitution of editorial or artistic integrity. § I don't usually like to talk about any specific advertising in *The Reporter*, but must do so in this case. Max Sackheim sent me an advance of his "I am Direct Mail" copy for September. Wanted to know my opinion of this piece he is dedicating to the entire "industry." I think it's wonderful . . . so do visiting frontporchers. It's something similar to what the late Stuart Webb of Baltimore tried to do about five or six years ago, but Stuart's piece was a little too detail slanted. Max's copy is idealistic. It should be read at the convention as an introduction to everything. It should be adopted as a Statement of Principle by the Direct Mail Advertising Assn. § Speaking of advertisers . . . thanks to all in the field who helped to make this pre-convention annual special the heftiest and healthiest in direct mail publishing history. § Russia's Nikita Khrushchev will arrive in the U.S.A. while we are enjoying the Montreal DMAA convention. His visit will steal all the headlines. Hope Americans will treat him courteously if not warmly. No hoodlumism! § Next observation needs more than a line or two.

DURING THE SUMMER MONTHS . . . I've been paying more than ordinary close attention to interviews with and statements made by diplomats and world leaders . . . to speeches and articles by advertising and business leaders. I've come to the conclusion that we are all being driven "nuts" by circumlocution and confusgation . . . whatever it is we call roundabout-itis and cloudy expression. No wonder we are having world tension. No one can understand what the other is talking about. Takes two or three days to translate a speech or letter and analyze what is meant. Wouldn't it be wonderful if someone could develop international or national clearness of expression?

For instance, we rail at the Communists and their crudeness. Wouldn't it be a change to admit that Russia needed communism or something like it back in the dark days of serfdom under the czars? By being misunderstood and berated the Commies possibly became more belligerent.

Wouldn't it be a good idea, in these international exchanges, to try to explain clearly and calmly to Khrushchev and his comrades that the America Karl Marx wrote about in his *Das Kapital* doesn't exist today. Marx in Lon-

don was observing the most sordid period of the industrial revolution. He drew his conclusions from the kind of depressed society portrayed in the stories of Charles Dickens. Marx and his followers like Lenin may have been right in their condemnation of selfish capitalism. We had our own native-born critics who were just as violent. But the years have worked wonders. Democracy has made big strides in correcting the mistakes and abuses of fifty or more years ago. Let's try to explain all this . . . without all the everlasting bragging and mouthiness. Let's admit that communism too is changing . . . is making progress. We don't want it. If they like it, let 'em have it. But we are not perfect . . . yet.

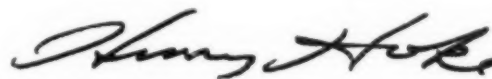
The same befuddlement surrounds the advertising fraternity. We are being deluged with words . . . meaningless and deceptive words. Speakers are going hogwild on "confusgation." There are long discourses on the new marketing concept . . . we must recognize the "outer limits of consumerism" whatever that is . . . or the consumer must become the catalytic agent impelling the producer to translate needs into reality. We must develop practical concepts for product advancement. Our advertising (and diplomatic) lingo is getting to be as incomprehensible as "telegraphese" (the special verbiage used by those writing code cable messages).

A low rating on the semantic totem pole should go to the advertising agency or public relations experts handling the current crusade of the hat manufacturers. If you go bareheaded (as most Southerners do always) you are what the Greeks called "anandros" . . . meaning a sissy, perhaps a homosexual. The hat is a symbol of masculinity . . . a king, a warrior, a chieftain. Men who go bareheaded are betraying feminine instincts. Who dreams up this unbelievable poppycock?

But the worst current offenders are the agencies for the cigarette manufacturers. Goaded by the cancer scare, the writers of TV commercials and magazine advertising try all the confusgation possible . . . talking about everything else except tobacco and its possible harmful effects. "Important breakthroughs" have taken place, say the word-coiners. We now have "high porosity" paper which "air-softens" every puff. There is now "super-porous micropore paper." This wonder discovery "lets cool air in, lets heat escape through invisible nores." (Whoever believes that is a monkey's uncle.) We can't be afraid of cancer or dry throat any more because the "break-through" has given us invisible porous openings, air conditioned paper and wondrous filters. Don't mention the fact that all filters on cigarettes contribute to dry, irritated throats, according to reputable throat specialists. Isn't it about time for all of us to start trying to be honest? In diplomacy. In advertising.

NEXT MONTH we'll write this Scuttlebutt department on the way back (by train) to the front porch. Will try to give you most of the highlights of our September song and dance.

Good luck always,



3 Bluff View Drive
Clearwater, Florida
Telephone: JUniper 4-3843

[illegible]

**The M^cIntyre
market selects...**



IN THE UNITED STATES, The McIntyre Market includes vital characteristics for each of 36,500,000 households – the 71 per cent of the population with 90 per cent of the buying power.

IN CANADA, you can select from the 3,800,000 households in the McIntyre Market – 92 per cent of all Canadian families – by name, address, language group, income, education, type and value of housing, and other vital marketing characteristics.

O. E. McINTYRE INCORPORATED
375 Park Avenue
New York 22, New York

O. E. McINTYRE OF CANADA LIMITED
2900 Belanger East
Montreal 36, Quebec, Canada

THE PUNCH THAT PAYS OFF!

**... is in Occupant
Mail Advertising**

FOOD CHAIN

"We select the precise area to be covered . . . and get the exact coverage we need at reasonable cost with Occupant Mail."

HARDWARE CHAIN

"Increased our chain-wide store traffic 13%. It really pays off."

PAINT MANUFACTURER

"We have increased Occupant Mailings as a result of dealer response . . . it has really snow-balled. We recommend Occupant Mail!"

Whether you're aiming for the Bread Winner, the Home, or the Family, OCCUPANT MAIL can do the job better for you.

OCCUPANT MAIL is the potent mass media of advertising that puts you in direct contact with YOUR CUSTOMERS in any area. You can saturate an individual store's trading area . . . a section of the city . . . the whole country . . . the entire state or nation.

Whenever you require OCCUPANT mailing services, contact OMLA, one of the largest Occupant List Compilers and Mailers in the nation. Our specialty is the delivery of YOUR sales messages to YOUR BUYING MARKET.

Please send me Will Storing's book "How to Think About Occupant Mail Advertising" free of charge.

Name _____

Address _____

City _____ State _____

Company _____



OMLA

OCCUPANT MAILING LISTS OF AMERICA INC.

OCCUPANT LIST COMPILERS-MAILERS

HOME OFFICE: 231 N. 4th St., Columbus 15, Ohio

Capital 4-8992

